MODERN PACKAGING

FEBRUARY 1957

The glass-container industry,
making man's oldest form of package,
keeps leadership through research

COMPLETE CONTENTS p. 2





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MEET ANY REQUIREMENT in flexible packaging from tough bonds for resistance to boiling water—to flexible bonds for low temperatures.

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with Continental's

Savorlock Cans

Now you can give your instant coffee up-to-date sales appeal plus up-to-date protection — with Continental's new Savorlock cans.

Specially designed for today's self-service buying, Savorlock cans give you eye-catching, top-tobottom lithography by Continental craftsmen. In addition, these sturdy containers stack securely and permit a maximum number of units to be displayed per running shelf foot.

As for protection, Savorlock cans do double duty. In the store, a tamper-proof glassine seal keeps moisture pickup to a bare minimum. In the home, the lock top provides firm reclosure after each coffee serving. Also important, these wide-mouthed, lightweight cans can help pare your production and shipping costs.

In 2- and 6-oz. sizes, Continental's new Savorlock cans are ready and waiting to do a job for your instant coffee. Call soon. You'll find our services as up-to-the minute as our containers.









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The team moves up

C harles A. Breskin has been elected Chairman of the Board of Modern Packaging Corp. and its affiliated companies.

Alan S. Cole becomes President and Publisher.

Thus to new honors is elevated a team that for nearly 30 years has served the packaging field and the plastics industry through this magazine and its affiliate, Modern Plastics, as well as through personal service and leadership.

The Breskin-Cole credo of industrial publishing, when it started with the founding of Modern Packaging in 1927, was a startling innovation because





C. A. Breskin A. S. Cole

cross-checking of information at source for veracity, the maintenance of strong editorial staffs with an editorial policy devoted strictly to the interests of subscribers and completely independent of advertising influence, the active participation of

C

CO

VE

ec

it combined beauty of presentation,

staff members in industry association affairs and extensive field travel by all editors. This credo has proved effective.

The conception of MODERN PACKAGING was, in truth, the creation of a unified packaging field. No one previously had seen that packaging was an interest held in common by all manufacturing industries and that there was a need for a medium of information through which one industry could learn through the packaging experiences of another.

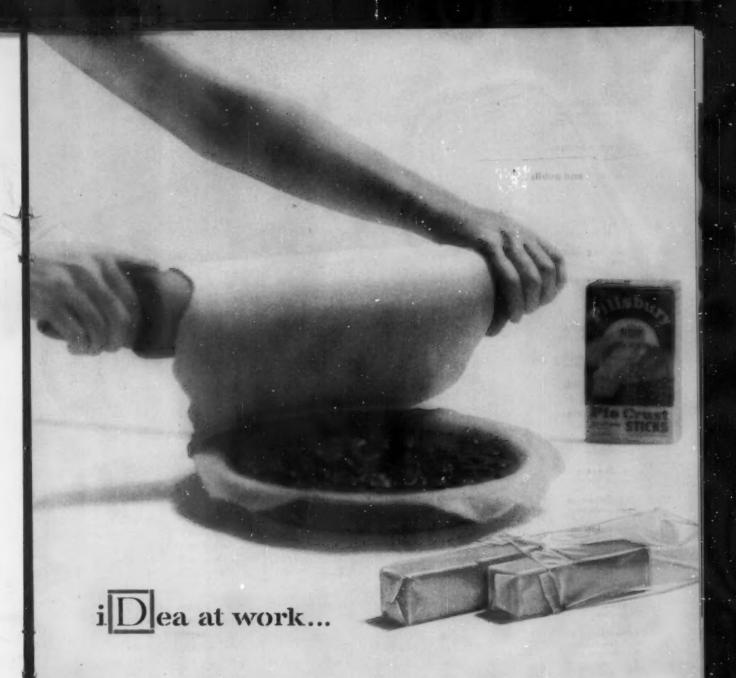
It was Mr. Breskin who proposed the first National Packaging Exposition and Conference. It was Breskin and Cole together who encouraged the formation of the Packaging Division of the American Management Assn., the Packaging Machinery Mfrs. Institute, the Packaging Institute itself and the annual Packaging Institute Forum. It was Breskin and Cole who, through this magazine, conducted the All-America Packaging Competition and its fabulous Award Dinners, which did more than anything else to bring public recognition to the value of packaging during the years 1932-42.

This team and its publications and staff will continue to serve in every way possible. Mr. Cole will be executive head of the company; Mr. Breskin will remain as active as ever in all company affairs.

The Editors



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Dobeckmun Durafilm rolls out faster profits for Pillsbury pie

Crust sticks. Pan-ready freshness is a prime factor in selling a product like pie crust mix. And so is convenience. Clear, strong Durafilm (polyethylene-coated cellophane) by Dobeckmun provides protection and convenience that builds consumer loyalty for your brand. The superior performance of Durafilm on automatic packaging equipment is another important advantage to explore with your Dobeckmun representative.



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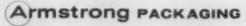


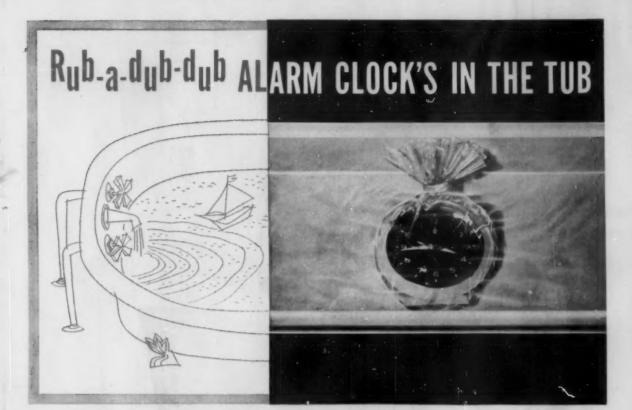
Here's a bottle mother won't drop

The smart, graceful design of this package has a very practical side, as well.

The slim waist and ribbed decorations assure a secure grip on the bottle. The broad base prevents the danger of tipping when you set the bottle down.

Armstrong packaging specialists are adept at developing containers and closures that are functional as well as beautiful. Take advantage of their skills when you're planning your next package. Armstrong Cork Company, Lancaster, Penna.





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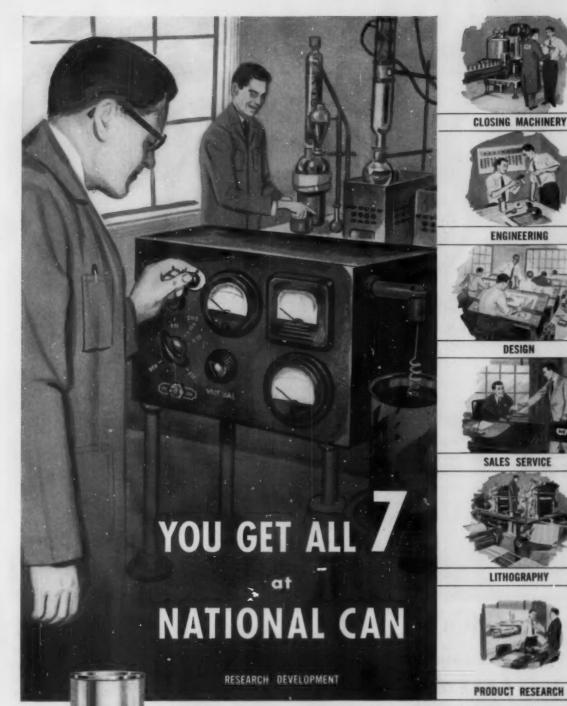
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TOGETHER THEY GIVE: a tough, transparent, moistureproof, heatsealing film suitable for packaging shampoos, pickled products, liquid coffee, disinfectants and insecticides; quick-frozen meat, fruit, vegetables and fruit juices; chemicals and pharmaceutical products including strip-packaged tablets; cheese, bacon and other foods which are gas- or vacuum-packed.

PACKAGING PROGRESS

We shall be glad to send further details and samples of B.C.L. POLYTHENE-COATED CELLULOSE FILM and to co-operate in developing the uses for which it is best suited.

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> "Cellophane" is the registered trade mark of British Cellophane Limited and denotes the brand of cellulose film manufactured by them.



mushroom sales mushroom!

Selling dried mushrooms-on-a-string is antiquated merchandising. Today, as these exotic, imported morsels come off the boat, KIRSCH MUSHROOM COMPANY of New York, packs them in crystal-clear *Tri-State* rigid plastic containers. These tight-lidded boxes display the mushrooms, treasure the flavor, protect the aromatic contents from dust, moisture, fingering.

The rebirth of the dried mushroom is typical of what has happened to so many products that have switched to Tri-State rigid plastic containers. This modern, crystal-clear, appetizing packaging is designed for self-service, added sales, and for breaking into new distribution channels. Look into Tri-State. Whether your product be edible, mechanical, mineral, or merchandiseable, it will be more saleable in Tri-State packaging.



Tri-State Box No. 10
Diameter: 5-1/16" x 1-15/16"
deep. One of a huge variety
of stock sizes and shapes, or we
will mold large quantities
to want ameeffications.

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SHOPPER-STOPPER PACKAGE TWISTS PRETZEL SALES UP!

Stop the shopper, make him look, make him reach... that's what builds the pretzel business. Quinlan builds it bigger and bigger, now, with a package nobody can miss. It's got the golden touch that makes the pretzel-buying impulse compulsive!

Of course, once the buyer tastes these pretzels, another kind of buy-appeal builds up. In Reynolds Wrap Aluminum Packaging, they're delivered fresh. They're protected against moisture, the enemy of crispness - against light rays that can harm products with shortening - also against air and odors. And they carry the Seal of this protection...the Reynolds Wrap Aluminum Packaging Seal.

If you have a product that can profit by superior protection and eyeappeal, call the nearest Reynolds Sales Office (all principal cities). Or write to Reynolds Metals Company, General Sales Office, Louisville 1, Ky.



This Seal adds Extra Sales-Boosting Power... Now Topping the Eleven-Billion Mark in Consumer Impressions!

Through national magazines, network TV, point-of-sale displays and the endless flow of packages themselves, the Reynolds Wrap Aluminum Packaging Seal is exposed to consumers at a swiftly increasing rate. A conservative estimate is 11 billion impressions at the end of 1956! Surveys prove 7 out of 10 women know this Seal...and most of them prefer products carrying itl

See "CIRCUS BOY", Sundays, NBC-TV Network.



REYNOLDS 28 ALUMINUM

Ultra Thin ENRICHE



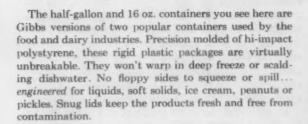


This example of
Reynolds Wrap Aluminum Packaging, identified by its Seal, is pictured
here in gravure printing
on the same basic material: Reynolds
Aluminum Foil.



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Complete automation by Gibbs makes possible faster production of these better boxes . . . at lower cost. Makes it possible for every product to enjoy the self-service features of this superior rigid plastic packaging.

*Get the Gibbs quote on these illustrated containers. Or ask our packaging designers to design the right rigid plastic box for your product . . . within your packaging

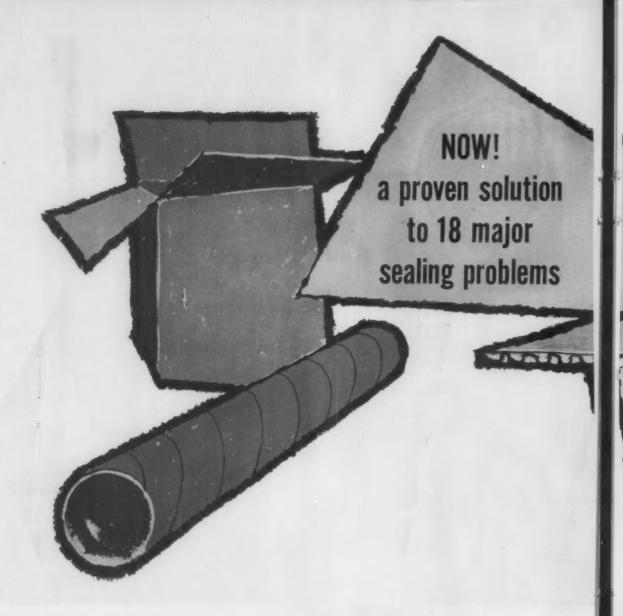


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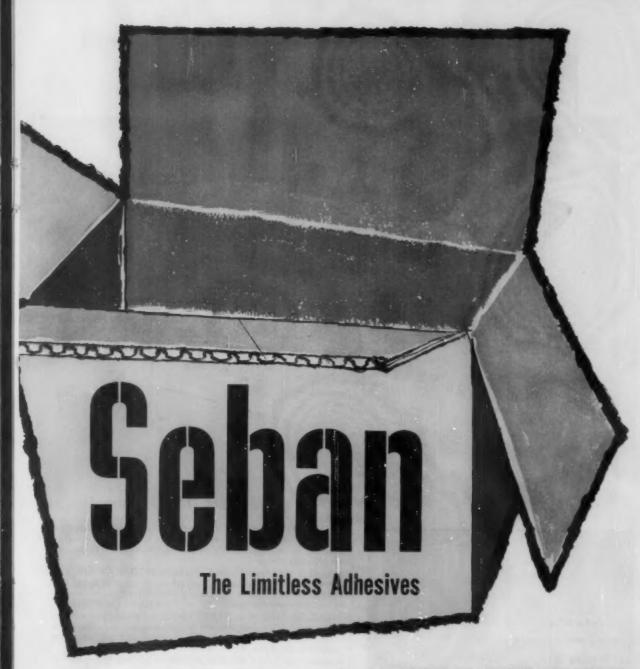


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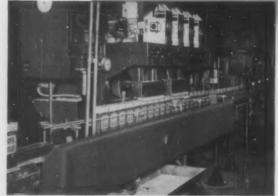
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FULLY-PACKAGED by Pneumatic



View of packaging line at Chicago plant of ECONOMICS LABO-RATORY, INC. Cartons are formed, bottom sealed and automatically filled on these Pneumatic machines.

SOILAX lives brilliantly up to its maker's claim that "a little does a lot". And, just as efficient as the product itself is the method of packaging it, used by ECONOMICS LABORATORY, Inc. in their Chicago plant.

Pneumatic's remarkable, newly developed PNEUMATRON machine does the weighing and filling part of the job with speed and fractional ounce accuracy . . . using a revolutionary, instantaneous "air jet" pressure principle.

SOILAX, like FINISH & ELECTRASOL for electric dishwashers and the many other fine products of this company, is packaged in cartons which are also formed, bottom sealed and top closed on Pneumatic's machines.

Pneumatic's advanced design and precision construction pays off handsomely in "lower cost per container" operation . . . a fact that America's leading producers of packaged and bottled products have learned through experience. They use their knowledge, to their individual advantage and profit, by standardizing, in large part, on Pneumatic machines. Bear that in mind, when you need equipment of this type.

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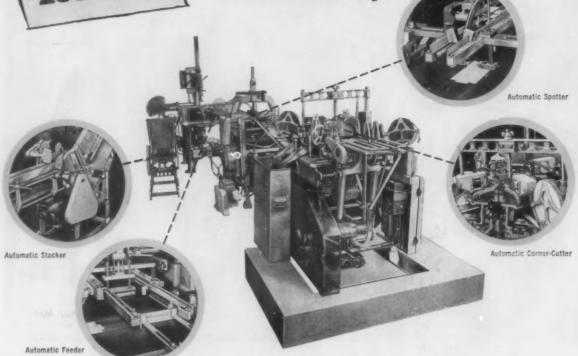
GOOD THINGS ARE BETTER IN

GOOD YEAR

Pliofilm, a rubber hydrochloride -T. M. The Goodyear Tire & Rubber Company, Abron. Obte.

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"STOKESMATIC" delivers mass production of short runs... automatically!



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A few STOKESMATIC users

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BREEZE Bought A "Box"

... AND THEIR DEALERS GOT A BOOST!



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age "Aero-Seal" hose clamps.



Our Free "Packaging Tool Box" May Help Save You Money!

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in a Metal Edge Packaging Engineer for consulta-

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It's a handsome re-usable container with 3 booklets that show you how to increase sales through better packaging; make packaging more profitable; and simplify materials handling and inventory control. For your free copy, fill in and return this coupon.

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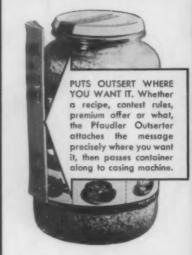
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Here's how you can move your product faster



You no longer need to hide your promotion literature where it can't be seen.

Here is the only machine on the market that applies outserts automatically to the outside of cylindrical and rectangular packages at speeds up to 220 per minute. Each outsert is placed on the container just where you want it—never covers an important part of the label. The machine becomes a part of your

Apply sales messages to <u>outside</u> of your package automatically—economically

packaging line, synchronizing with the labeling machine. The Pfaudler outserter completely eliminates costly hand labor—pays for itself in no time.

But even more important it helps sell your product faster. For example, one user stepped up his product sales over 50% in a short period of time without increasing his advertising expense.

Now that the cost of doing the

outserting job is no longer a factor, get the jump on competition by using them first. You can attach almost anything you want to rigid cylindrical or rectangular packages of any material.

Call your nearest Pfaudler office for help or send us a sample container and indicate where outsert should be attached. We'll be glad to give you all the facts. Bulletin 933 contains all specifications. Ask for it.

THE PFAUDLER CO.



Rochester 3, New York



122 East 42nd St., New York City, N. Y. Telephone OXford 7-2980

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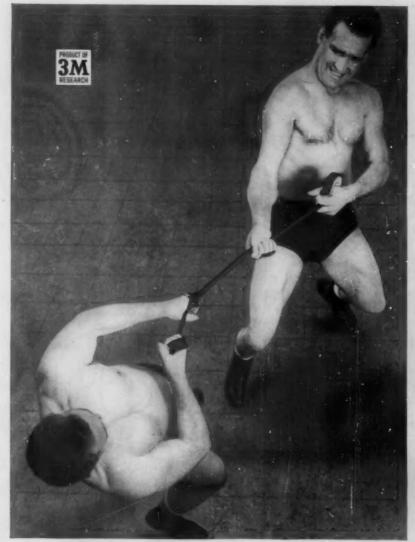


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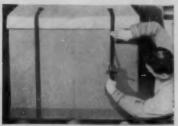
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Look what you can do with it!



HARD-TO-HANDLE materials, such as paper sheets in bulk, can be easily packaged using "SCOTCH" Brand Filament Tape. Super-strong tape both seals and reinforces covering.



LARGE cartons and expendable pallets are easily closed and reinforced with "Scotch" Filament Tape. Tape won't cut workmen's hands; won't harm contents; is easily disposed of.



MAKE your own containers for oddsized or odd-shaped products with fibreboard padding and "Scorch" Filament Tape. "Mirror surface" adhesive sticks at a touch; holds securely.



SEND FOR free booklet showing how "SCOTCH" Brand Filament Tape can help solve your heavy-duty packaging and materials-handling problems. Write on your lotterhead to 3M Co., St. Paul 6, Minn., Dept. EA-27.

The term "Scotch" is a registered trademark of Minnesota Mining and Manufacturing Co., St. Paul 6, Minn. Export Sales Office: 99 Park Avs., New York 16, N.Y. In Canada: P.O. Box 787, London, Ontario.





Whether your packaging needs involve added protection, or improved selling power, or lower costs...or a combination of these...you'll do well to let Bemis packaging engineers have a try at a solution.

Depending on the character of your problem, it might be given to...

Paper Specialty Engineers, who specialize in packaging large, odd-shaped, cumbersome products.

Tekmold Engineers, who develop form-fitted, featherweight, molded cellulose packages that "float" your product protectively.

Plastics Engineers, whose specialty is packages that sell and protect at amazingly low packaging cost.

Or maybe Physical Research, where they work on the really new problems, has or will have something "in the works" that will provide an answer.

What's your problem?

Bemis



General Offices —St. Louis 2, Mo. Sales Offices in Principal Cities

Precision

POLYETHYLENE CONTAINERS

LIGHTWEIGHT-UNBREAKABLE

STOCK SHAPES

Natural Color Immediate Delivery

COLOR MATCHES

IMPRINTING

DECORATING

ON REQUEST

CHOICE OF CLOSURES, DISPENSERS AND OTHER ACCESSORIES

Progress Precision



BOSTON ROUND No. 408 & 476 1 oz. 2 oz. 4 oz. 6 oz. 8 oz. 12 oz. 16 ez. 32 oz.



No. 403



OVAL No. 470 % oz. 1% oz. 2 oz. 3 oz. 4 oz. 8 oz. 16 oz

PRECISION

LAMEX

CHEMICAL CORP.

SALES HELOGUARTERS:



No. 410



No. 430 2 ot. 4 ot. 5 ot.



STRAIGHT CYLINDER



RIGID HI-TEMPERATURE WIDE MOUTH & No. 480 1 ec. 2 er. 4 er. 6 ec. 8 et. 16 ec. 22 eg.



... save 20 to 25 manhours per car ...



... handling time costs cut 65% ...



... cuts manhours in weighing and loading ...



... save space, save time in palletizing ...

CUT COSTS WITH CORRUGATED BULK PACKS



From chemicals to component parts, Gaylord corrugated bulk packs and Drumpaks are saving money, time and handling for shippers. What's your line?

Call your nearby Gaylord packaging engineer.

CORRUGATED AND SOLID FIBRE BOXES . FOLDING CARTONS . KRAFT PAPER AND SPECIALTIES . KRAFT BAGS AND SACKS

GAYLORD CONTAINER CORPORATION * ST. LOUIS

DIVISION OF CROWN ZELLERBACH CORPORATION



Alcoa® makes this inner-crimped nozzle which closes with a screw eye for Barge Cement Mfg. Co., of Towaco, N. J. It prevents dripping after the screw eye is replaced in the tube. The crimp partitions the adhesive away from the nozzle tip.

Many Alcoa advances in aluminum collapsible tubes are like this one: they add little to the cost and a great deal to product performance and sales appeal. The collapsible tube is the most convenient package for many products. Alcoa can help you design exactly the proper tube for your product.



Aluminum Company of America 1711-B Alcoa Building, Pittsburgh 19, Pa. We are interested in packaging ______in Alcoa

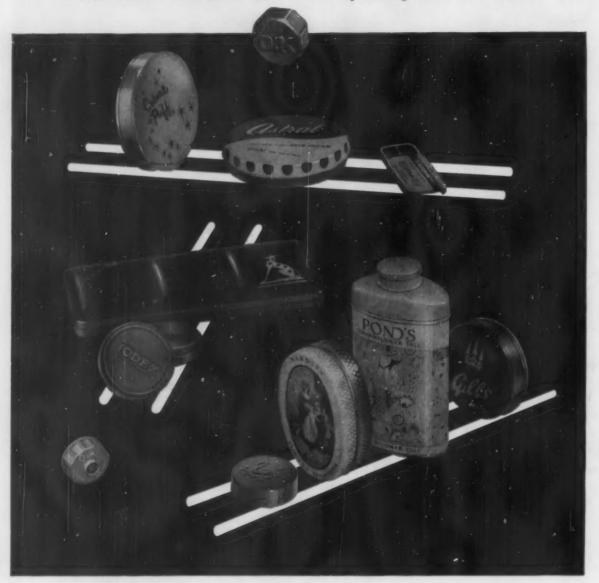
We are interested in packaging in Alcoe Tubes. Please have an Alcoe selesman contact us.

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City and State

Your Guide to the Best in Aluminum Value

THE JOHN DALE GROUP for quality and service





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Eye Appeal to Spark Impulse Sales!

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BEAUTIFUL CARTON OVERWRAPS

For the widest variety of packaging materials and printing processes available anywhere, plus more than half a century of experience in designing and producing saleswinning packages, call your Milprint man — FIRST!



In Cellophane

• Protection

Printed Collophane, Pliofilm, Polyethylene, Saran, Acotate, Glassine, Feils, Folding Cartons, Bags, Mylar, Lithographed Displays, Printed Premotional Material

Reverse printed shoon

This insert printed by Milprint, Inc.

Milprint INC

Sales Offices in Principal Cities

the Lowest Price in Carton-Closing History!



ready for delivery... STRENGTH! Can't "pop" open, discourages pilferage, meets Rule 41 requirements... ECONOMY! You won't waste material, or carton set-up space, or time waiting for glue to

dry . . . FLEXIBILITY! It's portable. Carry it to the carton. Ideal as standby or overload equipment right in the production area.

The INTERNATIONAL Hand Boxer is the *only Staple Carton Closing Machine* on the market with built-in penetration control and clinch control—and designed for convenient one-hand control—*FOR LESS THAN* \$50.00! See your International Man soon for a revealing demonstration.



Her emotions make your sale!



• • • because today's women buy with their imagination, your food product wrapper must stimulate shoppers with visions of "foods to come." That's why our scientific concept of Taste Excitement—the use of mouthwatering serving suggestions in proper balance with colorful, distinctive brand identification—stops the shopper and makes impulse sales on the spot!

But modern package design is a science that requires highly specialized knowledge and experience. Call on us to create a "package personality" that adds sales-boosting *emotional* appeal to your food product wrapper.

Increased Sales ... by Design!



CROWN ZELLERBACH CORPORATION

PLANTS AND SALES OFFICES: SAN LEANDRO AND LOS ANGELES, CALIFORNIA - NORTH PORTLAND, OREGON - ST. LOUIS AND KANSAS CITY, MISSOURI SALES SERVICE OFFICES: Akron - Atlanta - Chicago - Cincinnati - Ballas - Banyar - Mamphis - New York City - Omaha - Soit Lake City - Spakusa - Souttle

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revolutionary

NEW FILM MAKES LOW COST SKIN PACKAGING POSSIBLE

Owner Earl Pitmon, Dixie Novelty Company, says: "Your clopane has finally given us the answer on how to do a skin-tight packaging job which has long life and adequate product protection. What's more, your film saves us up to 50% over other skin packaging methods because clopane's so strong we can use a lighter weight film and backing board. Naturally, we like the way clopane's sparkle and clarity show off our furniture knobs and help sell our merchandise. We're glad we found clopane."

"SKIN-TIGHT" clopane®

You, too, may be glad you found this new

packaging film when you investigate how clopane's contour-wrap will vacuum form around your merchandise to surround it with showcase beauty and long life protection.

clopane is sparkling clear, moisture-proof, resists aging, cracking and discoloring. Does away with brittle blister and wrapper rattle. Brings to packaging problems a new concept of vacuum-drawn film packaging that is flexible and far less expensive.

This coupon below will bring you particulars on how extruded clopane vinyl film can keep your product snug, safe, seen and more saleable.

things look better far longer in

COPYRIGHT: BY CLOPAY CORPORATION, CINCINNATI, OHIO

clopane sparkling clear film

clopane is the lowest cost, crystal-clear, lightweight, extruded vinyl film.

For still lower cost packaging investigate Clopny's polyethylene films today!

For details, write, wire, or phone EXTRUDED FILM DIVISION - CLOPAY CORPORATION DEPT. 101, CLOPAY SQUARE, CINCINNATI 14, ONIO Clopay Corporation, Dept. 101, Extruded Film Division Clopay Square, Cincinnati 14, Ohio

Gentlemen:

Please send me FREE copy of "clopane Facts"

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Baby Playthings



Toddler Toys



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Containers & Packaging

Symbols of your potential

through Tupper Corporation



Premiums

• Whatever your custom needs in plastics manufacturing, call on Tupper's wide experience and modern manufacturing facilities. Our large, up-to-date plants, equipped with the best production machinery, are available for materials, injection molding, extruding, vacuum forming, blow molding—and other advanced processes.

The Tupper Engineering Department has developed the greatest number of patents in the industry for polyethylene seals, closures, and dispensers—and other items in other plastics. This know-how can be tapped by you to place your plastic products in a position of leadership.

Tupper seals and other Tupper products are protected against unauthorized manufacture by about 150 U. S. and foreign patents and patents applied for, plus numerous trademarks and copyrights.



Do-It-Yourself Materials

UPPER CORPORATION

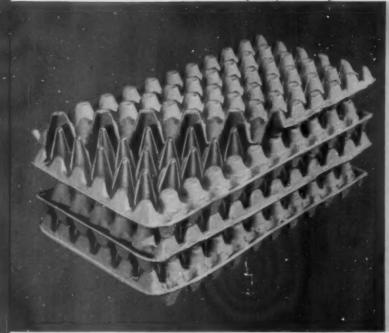
Manufacturers of: CONSUMER, INDUSTRIAL,
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BEDS for BULBS





custom-fitted protection cuts costs for light bulb manufacturers

If you have a delicate packaging problem, be wise—call Keyes!



A wide variety of fragile products—foods, glassware, electrical parts and many others—are now packed more efficiently with Keyes molded pulp shapes. In addition to eliminating losses from damage in transit, packers usually find that molded pulp actually costs less than ordinary packing materials and saves valuable storage and shipping space. Take advantage of these savings. Years of experience in the field of molded pulp, coupled with modern plants and manufacturing skills, are available at Keyes to design and produce better packaging for you.

MAKERS OF FAMOUS ROYAL CHI-NET® MOLDED PAPER PLATES

Product Development Division, Dept. MP

KEYES FIBRE COMPANY

WATERVILLE, MAINE



- Prints any number of colors in a single run
- Prints one or both sides at the same time
 Die cuts any size, any shape with male steel-rule dies
- Prints paper, board, silk, cotton, heat-seal, gummed, ungummed, or any type of label or tag material
- Slits, perforates, numbers, punches, eyelets, and patches reinforcements—as it prints
- Delivers finished product cut-off, rewound, or zig-zag folded
- Up to 7500 impressions per hour!

Write for free New Era Bulletin today!

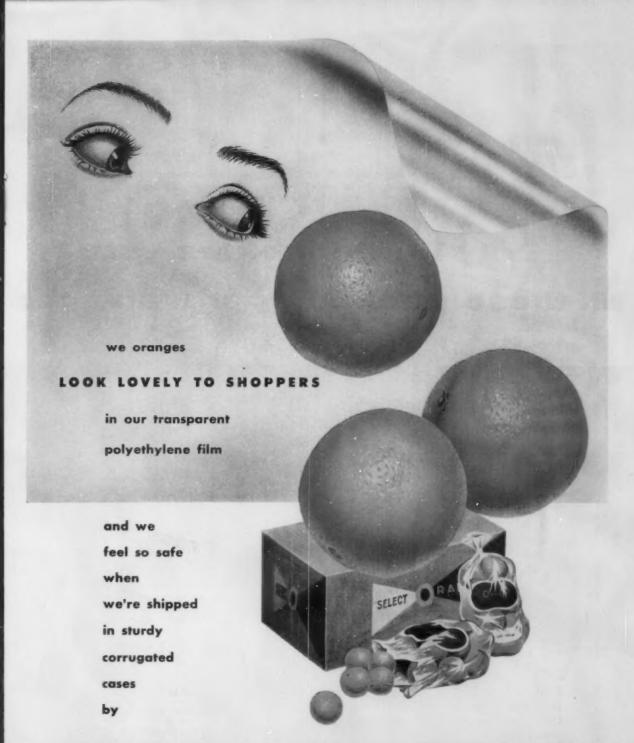
These jobs from paper roll to finished product in one run:

LABELS—gummed, ungummed, heat-seal, silk, cotton.
TAGS—merchandise, shipping, manifold.
COUNTER DISPLAYS—up to 12" x 12".
BAG HEADERS—and other specialties, forms, and tickets.



AuxiFary equipment for Stringing, Knotting, Wiring, etc. available from Graeber Stringing & Wiring Machine Company, division of New Era Manufacturing Company.

Manufacturing Co. 371 Eleventh Avenue, Paterson, N. J.

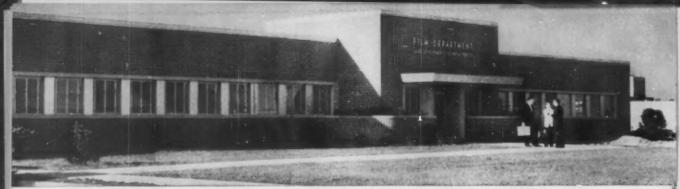


GROWERS CONTAINER CORPORATION

PLANTS IN SALINAS AND FULLERTON, CALIFORNIA AND JACKSONVILLE, FLORIDA

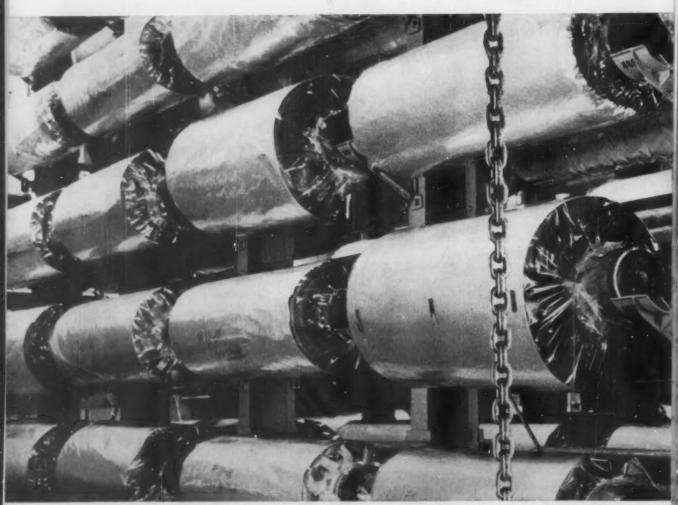


HEADQUARTERS in SALINAS, CALIFORNIA - SALES OFFICES — CALIFORNIA: Selinas, Follorion, Sen Francisco, Los Angeles, Santa Rosa, San Jose, El Centro, Fresno FLORIDA: Jacksonville, Orlando, Tampa, Lake Wales, Miami Springs - ARIZONA: Phoenix - ALABAMA: Birmingham - SOUTH CAROLINA: Greenville - GEORGIA: Atlanta



Du Pont's new Sales Development and Technical Service Laboratory is a symbol of the Film Department's complete service to packagers. Here, men, machines and instruments develop, evaluate and perfect the finest transparent packaging films.

Only Du Pont offers you all these packaging advantages



Wide Variety of Films: There are over 100 varieties of Du Pont film—cellophane, "Mylar"* polyester film, and acetate film—available to fit individual product requirements. Du Pont has pioneered the development of special-purpose packaging films which show, sell and protect—films that meet the needs of modern merchandising.



Technical Assistance: Du Pont's technical experts will be glad to help you select the right packaging equipment and package design. At the new Chestnut Run Film Laboratory, special tests are made to determine the type of Du Pont film that best suits a particular packaging requirement. And, a complete laboratory research program tests products packaged in different types of film under actual field conditions.

DU PONT PACKAGING FILMS

ACETATE • CELLOPHANE
MYLAR® polyester film

""MYLAR" is Du Pont's registered trademark for its brand of polyester film.



TTER THINGS FOR BETTER LIVING ... THROUGH CHEMISTRY



National Advertising Support:

Millions of readers—people who buy your products—see full-page, 4-color advertisements like these—part of a national consumer advertising program originated by Du Pont to help create extra demand and increased sales for products packaged in Du Pont films.



Marketing Studies:

Available to you as a regular service are Du Pont's upto-date studies on consumer buying habits and retailers' preferences. These reports offer you valuable merchandising information that helps you market your product as consumers demand it. New packaging ideas, display tips, impulse-buying information and other studies help keep you posted on cound packaging and marketing methods. They're free of charge to you. E. I. du Pont de Nemours & Co. (Inc.), Film Department, Wilmington 98, Delaware.

IT'S A TUNE WE OFTEN HEAR...



"I never realized that National Container could give such service. Sometimes we've had to ask the 'impossible'... but you've come through with flying colors!"

The extent of National's capacity to serve users of corrugated shipping containers constantly amazes new customers.

They benefit by National's expert technical and design assistance...to overcome worrisome shipping problems; they enjoy one overall, fully integrated source of supply, with quality controls assured in every process.

Converting plants are located in major areas all over the United States; 63 Sales Offices...one near you! Call us today for consultation without obligation.

NATIONAL CONTAINER CORPORATION

Executive Offices: SEVEN CENTRAL PARK WEST, NEW YORK 23, N.Y.

CORRUGATED PAPER CONVERTING PLANTS • Atlanta, Ga. • Aurora, Ind. • Bradford, Pa. Bristol (Philadelphia), Pa. • Chicago, Ill. • Dallas, Texas • Detroit, Mich. • Jacksonville, Fla. • Long Island City, N. Y. • Los Angeles, Calif. • Madison (St. Louis), Ill. • Memphis, Tenn. • Miami, Fla. Milwaukee, Wisc. • Newark, N. J. • Oakland, Calif. • Salisbury, N. C. • St. Paul, Minn.

MULTIWALL BAG PLANTS . Jaite, Ohio . Kansas City, Mo. . Valdosta, Ga.



MODERN PACKAGING

February 1957

Keep an eye on Washington for New Food & Drug legislation that may vitally affect food packaging. Proposed bills would regulate "chemicals in food," which include chemicals that may leach out of packaging materials as well as so-called "intentional additives." Both producers and users of packaging materials under such a law may be required to prove (a) that nothing leaches out or (b) that what does leach out is harmless. Action is expected during the present session of Congress.

Background

for

packaging

Notes,

and comments

Packaging Institute is determined to stick to its traditional end-of-October date and New York location for the annual Forum, which means that it will not join forces with PMMI for the second Packaging Machinery and Materials Exposition as it did for the first one in Cleveland last fall. The second PMMI show is scheduled for Atlantic City, March 24-27, 1958. Packaging Institute has scheduled its 1958 Forum for Oct. 27-29 at the Statler in New York and its 1959 Forum for Oct. 26-28 at the same place.

Latest box score on cellophane production and prospects: Du Pont has a 200-million-pound annual capacity right now and will go up another 25% this year; American Viscose has 100 million pounds now and a 50% increase under way; Olin Mathieson has 35 million pounds now and will more than double capacity this year. All told, present cellophane capacity of 335 million pounds will rise to 475 million by the end of 1957—a 42% increase in one year.

Trend to increased use of window cartons is reported by the Folding Paper Box Assn., reflecting packagers' effort to provide self-service merchandise that can be seen, but not handled. According to John C. Newell, Jr., marketing director of FPBA, no less than 40% of all new folding cartons for consumer goods now have some sort of "see-through" construction.

Encouraging to users of paper and paperboard is the fact that raw-material supplies at the mills are rising even faster than production, assuring continued full-capacity output. Latest monthly Census report, for October, shows that while paper and board production, at 2,744,000 tons, was 2% above a year ago, receipts of both pulpwood and waste paper were higher than their consumption. Wood-pulp stocks at paper and board mills at the end of October were 3% higher than at the end of September.

A new film for packaging, described as a highly stable chlorine-containing polyether, was presented to the New York meeting of the American Society of Mechanical Engineers by E. W. Cronin of Hercules Powder Co. Among the characteristics of the new plastic, called Penton. Mr. Cronin listed low permeability, high tensile strength, capability of being sterilized and high clarity. Still in pilot stage, the material is available only in experimental quantities.

Note on the motorized age: A new supermarket in Houston is not merely a drive-in, it's a drive-through store in which housewives can shop without ever getting out of their cars, merely [Continued on page 46]





Wrap it up ...in Kraft!

New St. Regis Machine will turn out 50,000 square feet of paperboard a minute to meet growing demand for paper products

Bags, cartons, boxes, wrapping paper, containers of infinite variety . . . the demand is so tremendous you'd think the whole world were being wrapped in paper.

To meet this voracious appetite for paperboard, St. Regis has installed some miracles of machinery at its mill in Jacksonville, Fla. A machine the length of three and a half city blocks will soon be turning out an additional 1,000 tons of kraft paperboard a day—50,000 square feet per minute.

This, in addition to the already existing facilities, will triple the total kraft production of the Jacksonville mill.



Plan ahead for your paper requirements in 1957 and 1958. We will be glad to discuss how our new production can fit into your plans. St. Regis Paper Company, Dept. M-2, 150 East 42nd Street, New York 17, N. Y.

St.Regis

pointing to items they want while an attendant, walking alongside, drops them in a basket attached to the side of the car. The attendant also turns a calculator attached to the basket, giving a running total of purchases. The customer pays the cashier at the end of the lane. "In our first week," says Herbert H. Blankenship, owner of the Drive-Thru Market, "close to 1,000 cars a day passed our cash register." If this idea takes hold, and packages are purchased without even a close look, what will become of our highly developed sell-copy techniques?

Evidence that consumers want bigger, more economical package sizes, in some products at least, may be found in the experience of the dairy industry, which finds half-gallon sizes gaining by leaps and bounds in both milk and ice cream. By the end of this year there will be as many half-gallon units of ice cream sold as pints, says Harvey H. Robbins, executive secretary of the Paraffined Carton Research Council. Within the last month, two plastics molders have announced a new half-gallon container for ice cream.

Don't expect a price cut from your polyethylene film or bottle supplier because of recent announcements by resin manufacturers of a flat 10% discount on quantity purchases (20,000 pounds or more). The announcement, which started with Eastman Chemical and spread to other producers, merely makes official a long-standing practice. The published discount for quantity had been 5%, but 10% was generally granted.

Observe the continued growth of the five-and-dime as an important outlet for almost every type of non-food packaged goods. Woolworth continues to be the giant of the field, adding 41 stores during November alone to a total of 2,103 and doing business at an annual rate of over three-quarters of a billion dollars. Grant is the fastest-growing chain, now pushing Kresge hard for second place in both number of stores (633 to 684) and sales (\$283 million vs. \$289 million for the first 11 months of 1956).

Rumor that Olin Mathieson is considering the production of waxed paper is confirmed by *Harvey Collisson*, executive vice president. Note that this company, which is known in packaging mainly as a producer of cellophane and polyethylene films, has a big integrated paper operation in its Forest Products Div., which owns its own mills and 435,000 acres of timberland in the South.

Self-service gaining fast in the drug stores. Latest survey by Chain Store Age shows 797 drug stores now have check-out counters, as against 686 a year ago. Almost half of all chain drug stores (4,161 out of 8,400) now use self-service wholly or in part. The implications for self-selling package design are clear.

Note the switch in policy at A&P: Not only has the No. 1 supermarket chain quietly been admitting the first non-food items to its shelves—towels, toys, screwdrivers, lamps, T-shirts, hosiery, etc.—but full-fledged non-food departments have begun to appear in several New York-area A&P stores, some with as much as 50 ft. of shelf space. Trade thinks A&P has been forced to this, against its traditional food-only policy, to offset profits lost to stamp-happy competition and may eventually be a stamp-giver, too.

Background

for

packaging

[Continued from page 43]



for one thing . . . it's MUCH MORE VERSATILE!

Krafibre is adaptable to a multitude of special treatments. Available in natural, white lined and a rainbow of colors, Krafibre prints and handles beautifully. And costing less than any comparable board, it saves initial packaging costs.

Krafibre packages keep their fresh, smooth, "justprinted" attractiveness. The biggest difference between Krafibre and ordinary boxboards is where it counts the most—at the point of purchase! 40 Years of Progress

COLUMBIA

40

COLUMBIA

BOX BOARD MILLS, INC.

Let us show you the difference! Drop us a line today and we'll rush you the Krafibre sample book so you can test and examine it yourself.

Please send me the new Krafibre Sample Book.

NAME

TITLE

COMPANY

ADDRESS

CITY

MY BOXMAKER IS

FEBRUARY 1967

Gulf uses Canco's completely modern oblong that's **5** ways better...

Only CANCO offers all these features



Its non-drip spout (another Canco "first") pours without spilling a drop. Because it's solderless, this handy can takes full enameling inside (for hard-to-hold liquids), full lithography outside. A recessed bottom and centered nozzle make it stack precisely, surely.

In short, this can works better, looks better, is better—and it's only one of many modern containers Canco offers. Talk to the man from Canco!

CANCO AMERICAN CAN COMPANY

NEW YORK . CHICAGO . SAN FRANCISCO



Only JE has it ...



MERCHANDISING IDEA for PLASTIC CONTAINERS

MOST POWERFUL SALES STIMULATOR AT THE POINT-OF-PURCHASE

PROVEN



NOT ONLY FINEST QUALITY PACKAGING-**BUT AN EXTRA "PLUS"** TO HELP YOU SELL

See for yourself how the new J-E idea can give you a big advantage over competition. Send us your present container and we will "plus" it without changing your design or printing. Better yet - send us your product for packaging ideas and profit from top design talent. Prompt action on your inquiry with price quotations where requested.

WORLD'S LARGEST SPECIALISTS CONTAINERS



J-E PLASTICS MFG. CORP.

555 WEST 23*0 STREET, NEW YORK 11, N. Y.

OREGON 5-6789



MYLAR* A TOUGH FILM for tough packaging jobs

New pouch with MYLAR® offers better protection. greater eye appeal to luncheon meats

Du Pont "Mylar" polyester film is an essential component in the new vacuum pouches** for luncheon meats being adopted by many leading meat packers like John Morrell & Company. Material using "Mylar" is being selected because tests prove it to be the best film for keeping the rich, appetizing color in luncheon meats. And, because "Mylar" is the strongestofallfilms, "leakers" - pouches which lose vacuum—are virtually eliminated. These factors mean extra sales and extra production economies for the meat industry.

Meat joins a growing list of major industries that are taking advantage of the remarkable properties of "Mylar". Only "Mylar" offers you all these packaging benefits:



- e High tensile and impact strengthest of all plastic films
- Long life . . . won't crack, become brittle . . no plasticizer to dry out
- e Inert to moisture, unaffected by oils and
- Stability . . . "Mylar" retains its dimensions under extremes . . . from -80° to 300° F.

'MYLAR" can help you solve a tough packaging problem. For more information see your Du Pont representative. Or mail the coupon. E. I. du Pont de Nemours & Co. (Inc.),



Better Things for Better Living ... through Chemistry

***MYLAR** is Du Pont's registered trademark for its brand of polyester film.

***Du Pont manufactures only "Mylar" polyester film. Converted film and pouches are made by a number of firms. Names upon request.

DU PONT		. 0
MY	LA	R
POL	YESTER	FILM

E. I. du Pant de Namours & Co. (Inc.), Room MP-2, Nemours Bidg., Wilming	
Please send me information on par	kaging uses of "Mylar" polyoster film.
Name	
Firm	
Address	
City	State

New Hazel-Atlas research in glass p



KOSHER DILL PICKLES



SWEET PICKLE STRIPS



CHILI SAUCE



NAIL POLISH



OLIVES



CHEMICALS



FOOD SEASONING



STRAWBERRY PRESERVES



SHAMPOO



WINE



W. AFFLE SYRUP



MARASCHINO CHERRIES



COLD CREAM



BLACKBERRY JELLY

pluts three "Imps" to work for you...



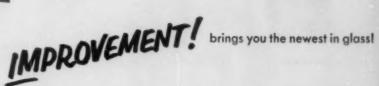
APPLE BUTTER



IMPACT! adds sales punch!



IMPULSE! sparks point-of-purchase buying!





COCKTAIL ONIONS



BAKED BEANS

Whether you pack food or beverage, your product will benefit from the efforts of the three Hazel-Atlas "Imps"! It will get more sales impact, and produce more impulse sales in the beautiful H-A containers. 1. New H-A wine bottles are *crystal-ribbed* at shoulder and base to capture light and color...make wine come alive on the shelf. 2. New H-A Permalabel cosmetic bottles and jars made in beautiful flint, amber, blue and opal white glass. New H-A Permalabel cosmetic items have brilliant colors permanently fired into the glass.

For distilled spirits, Hazel-Atlas also offers a full line of standard packages...lightweight, glamour-in-glass bottles of crystal-clear flint and beautiful amber, available in every popular style and size.

For your peanut butter, cheese, and spreads there is a complete H-A line of beautiful decorated and plain re-use tumblers as well as other items for table use. Sparkling flint jars for baby foods, preserves, relish, olives and pickles, honey, vegetables and fruit. Beautiful, crystal-clear bottles for salad dressings, mayonnaise and catsup. Rigid quality-controls keep your H-A containers uniform in size, shape, clarity and color. They perform efficiently on the filling line and display your product at its best. You are sure of fast, dependable delivery during sales peaks and emergencies, served by H-A's nationwide network of glass plants and warehouses. Ask your H-A representative or call your nearest H-A office, today.



HAZEL-ATLAS GLASS

division of CONTINENTAL @ CAN COMPANY

WHEELING, WEST VIRGINIA



The complete Sterling Supreme & Trojan Imperial line for all packaging jobs

Now you'll be able to "bridge" packaging problems successfully . . . with tapes of The Gummed Products Company. The complete Sterling and Trojan line includes plain and printed tapes in numerous widths, weights and lengths, plus a full range of colors.

There are also many special purpose tapes—such as TROJAN LOCKER TAPE for freezer wrap, TROJAN CORD TAPES for two strip sealing, TROJAN BLU-KORE for high-speed closures, TROJAN TROBAND for banding and strapping, TROJAN WATERPROOF TAPE for Federal spec. UU-T-116B, TROJAN VENEER TAPE for the furniture industry and others to help you save money and make better packages. Your local Sterling and Trojan Paper Merchant is a dependable source of supply for all your gummed paper and tape requirements.

The Gummed Products Company

Troy, Ohio · Subsidiary of St. Regis Paper Company



There is a difference in polyethylenes...specify a

Du Pont ALATHON°

for your packaging needs

This container of ALATHON polyethylene resin inside of a corrugated paperboard box can be used for shipping, storing and dispensing many liquids. The "Cubitainer" by Hedwin Corporation, Baltimore, Maryland, is shipped to packagers collapsed and sested. The inserts are then inflated, filled and heatsealed shut. The flexibility, chemical resistance, light weight and ease of proccessing of ALATHON are important factors contributing to the effective design and broad utility of this package.



Developed for use with pre-pasted, pre-trimmed wallpaper, this handy water box makes paper hanging an easy, rapid operation. A one mil coating of Du Pont Alathon assures that the box will remain water tight. (Coating of Alathon by J. D. Cahill Company, Haverhill, Massechuseite. Water bax by Robert Gair Company, Inc., Chicago, Illinois for Montgomery Ward Company, Chicago, Illinois.)



Polychemicals Department

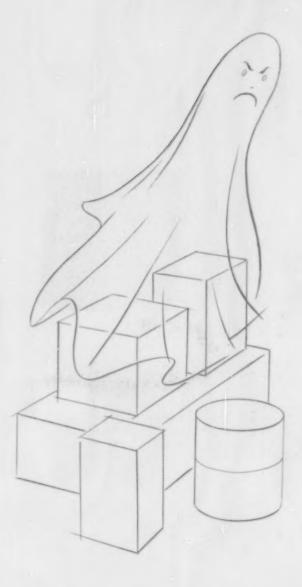


Film of Du Pont Alation combines strength and attractiveness... makes durable, transparent packages for many unusual kinds of merchandise. Products, such as this larist, get added sales appeal plue maximum protection from dirt and grime when they are packaged in film of Alation. (Film of Alation extruded by Extrude-Film Corporation, Long Island City, New York for Diamond Whip Company, Chicago, Illinois.)



Du Pont ALATHOM provides unbreakable, re-useable containers for a wide variety of feed products. Available in a range of stock sizes from 6 to 64 ounces and in all colors, these containers are lightweight, tough and flexible. ALATHOM retains these properties at low temperatures and is free from taste, oder and toxicity. (Containers of ALATHOM by Plantomatic Curp., Malesen, Po.)

HAUNTED by a packaging problem?



The elusive ghost figures in many of our favorite plays and stories. Sometimes seen, sometimes unseen, he influences characters, motivates action and, occasionally, resolves the plot. In the packaging industry, a ghost-thin, transparent coating of Alathon polyethylene resin, oftentimes, plays an equally important behind-the-scenes role. Perhaps the influence of Alathon is felt most strongly in the packaging of fine foods. For here the presence of Alathon is revealed in such amazing manifestations as . . . food powders that do not cake, syrups that do not leak, and candies that do not stain.

Coatings of Alathon are tough and flexible. Odorless, tasteless and non-toxic, they can be used directly in contact with wet or dry foodstuffs. These protective coatings of Alathon can be applied to materials such as paper and aluminum to form water-tight laminates. And since Alathon is readily heat-sealed, high speed automatic equipment can be used to form and seal the coated packages. Coatings of Alathon resist most oils, greases, acids and alkalies. Despite temperatures low enough to keep foods frozen or high enough to cook a meal, these coatings remain strong and resilient.

So, if you have a packaging problem haunting you, a coating of Alathon may be just the thing to raise your spirits. For more property and application information on versatile Alathon, clip and mail the coupon below.

E. I. dii Pont de Nemours & Co. (Inc.), Polychemicals Department Room 8380, Du Pont Building, Wilmington 98, Delaware in Canada: Du Pont Company of Canada Limited, P. O. Bux 600, Montreal, Quebes

POR ALL THE DETAILS

Please send me more information on Du Pont ALATHON polyethylene resin. I am interested in evaluating this material for:

 _
-

There is a difference in polyethylenes

specify an ALATHON®

for your packaging needs

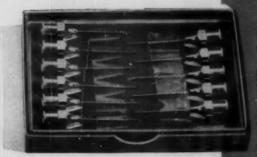


BETTER THINGS FOR SETTER LIVING

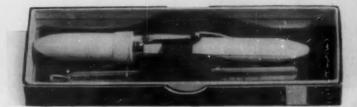
Rowell Boxes



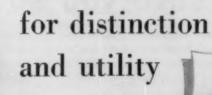
Syringe Box



Needle Box



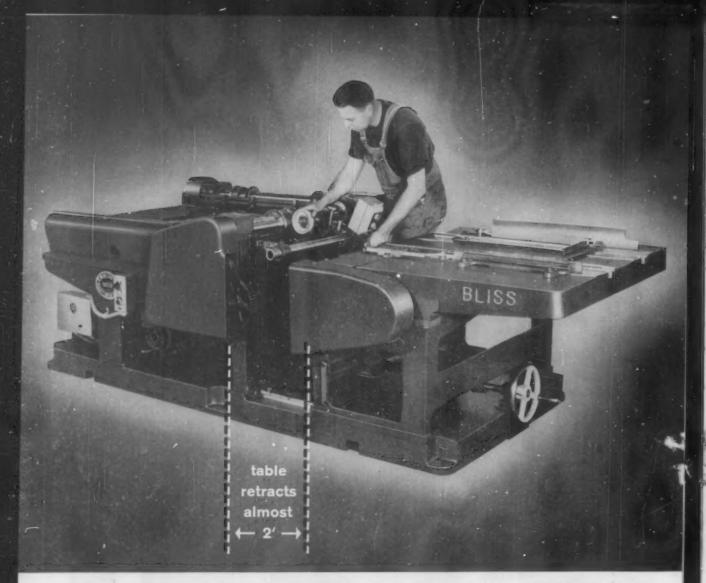
Thermometer Box





E.N. Rowell Co. Inc.
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Canisters, round and square set-up boxes for every purpose



Only this new Bliss Duplex Slitter can save you so much time

You can slash hours off every cutter regrind with this new slitter. That's because the first table retracts almost two feet—lets you get right in at the cutters. Simply attach the motor-driven grinder, then sharpen the cutters in place.

This accessibility also simplifies set-ups and changeovers. And making things even easier is the exclusive design of the bearing housings—they're quickly removed, easily replaced. The

side and back gages, too, are easy to reach and adjust, speeding up the entire process.

In short, Bliss' new duplex slitter cuts the heart out of downtime. It saves hours every time you sharpen or set cutters. Whether you slit body blanks or trim and square tinplate, you'll like the accuracy and speed of this most modern of slitters. For complete information write for a copy of our new slitter catalog.

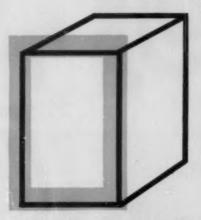
100 years of making metal work for mankind



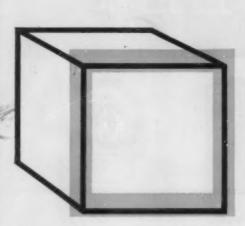
E. W. BLISS COMPANY

Executive Offices, Canton, Ohio

PRESSES . ROLLING MILLS . MILL ROLLS . CAN MACHINERY . DIE SETS . ORDNANCE



Preserve maximum package appeal



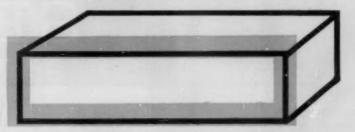
HALF-SECOND BUTYRATE COATINGS

offer all these advantages:

- High Gloss
- Water White
- Non-Yellowing
- High Blocking Temperature
- e Excellent Scuff Resistance
- Good Adhesion
- e Water-Repellent
- . Easy to Apply



KINGSPORT, TENNESSEE subsidiary of EASTMAN KODAK COMPANY



with new high-gloss

Butyrate coatings

Paper coaters now have a new kind of lacquer that combines all six of the features they most want in materials of this type.

The new lacquer produces a water-white coating; it is non-yellowing; it exhibits a high gloss even in thinner-than-normal coatings; and it has very high blocking temperatures (up to 350°F.). It shows very good adhesion to printing inks, and provides excellent scuff and mar resistance.

Base of the new lacquer is Half-Second Butyrate, produced by Eastman Chemical Products, Inc., Kingsport, Tennessee — a subsidiary of Eastman Kodak Company. A number of leading paper coaters have carried on extensive development work with this new material. For example, three-color box covers have been coated at a rate of 10,000 sheets per eight-hour shift on standard Chambers coating machines. High production rates are also possible on Christensen coaters. The lacquer can be applied by roll or knife coating, or by spraying.

Costwise, Half-Second Butyrate is of additional interest. It is a low density material and produces high coverage per pound of film-former. Important, too, is its solubility in low-cost solvent systems.

Ask your paper coater for more details, or write us for full information. We'll be glad to send samples upon request.

SALES OFFICES: Eastman Chemical Products, Inc., Kingsport, Tennessee; New York City; Framingham, Massachusetts; Cincinnatis; Cleveland; Chicago; St. Louis; Houston. West Coast: Wilson Meyer Co., San Francisco; Los Angeles; Portland; Salt Lake City; Seattle.



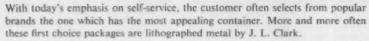


Containers
That Capture Attention...

SELL!







Within this one organization is a complete container service. The engineering staff develops the right structural design and product-protecting finish; the Impulse Design Studio creates appealing artwork. Here is superb lithography... here are flexible fabrication facilities for containers of flawless quality. New ideas, new tools and techniques are coordinated to produce an almost endless variety of lithographed metal containers that capture sales at the point of purchase.

To learn the full story of these quality containers, write for a free copy of the booklet, "Merchandising Magic." Do it now! J. L. Clark Manufacturing Co., Rockford, Illinois; Liberty Division Plant and Sales, Lancaster, Pa.: New York Sales Office, Chrysler Bldg., New York 17, N. Y.





Lithographed Metal Containers J. L. CLARK

A Symbol of fine CRAFTSMANSHIP

portant! of changing over to rotogravure printing of folding cartons until you have complete information on the "MERCURY WAY!"

Write or phone for complete details now

Available as standard with either right or left hand web flow, in 28, 36 or 44 inch web width

- Precision printing and cutting register
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- Rapid job changeover
- Minimum web in press resulting in lower waste, greater accuracy of printing and web control
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My BBD "S-700 Series"
SAFE-T-BRITE

the modern kind of flexographic ink with

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- HIGH FLASH-POINT. Requires no red labels, creates no fire hazard in use or storage. Enables you to cut insurance costs.
- NON-BLOCKING. Guards against blocking—ink-to-ink or ink-to-stock, in the roll or after conversion—at temperatures to 150°F, humidity to 85%.
- HIGH GLOSS. Gives exceptional gloss on polyethylene; looks so glossy on slicker films you can't tell which side is printed.
- WATER-RESISTANT. No need to varnish printed areas of polyethylene that will be subject to severe moisture conditions.
- SAFE TO RUBBER. Can be used safely with either natural or synthetic plates. Doesn't swell natural rubber nor soften stickyback.
- 6 STRONG ADHESION. Remains anchored to the film throughout full range of normal temperatures.
- GREASEPROOF. Has greater resistance to animal and vegetable oils than do conventional flexographic inks.

BD Safe-T-Brite is a different, advanced type of ink for fine, trouble-free flexographic printing of treated polyethylene,

flexographic printing of treated polyethylene, Saran-coated cellophane, "Mylar" and other polyester films... as well as foil and glassine too.

Unlike conventional flexographic inks SAFE-T-BRITE is specially formulated on an entirely new and modern system combining a high flash-point solvent (open cup 90°F) and a non-toxic vehicle. That's why it gives you better printing

results, better end-use characteristics and unique safety factors.

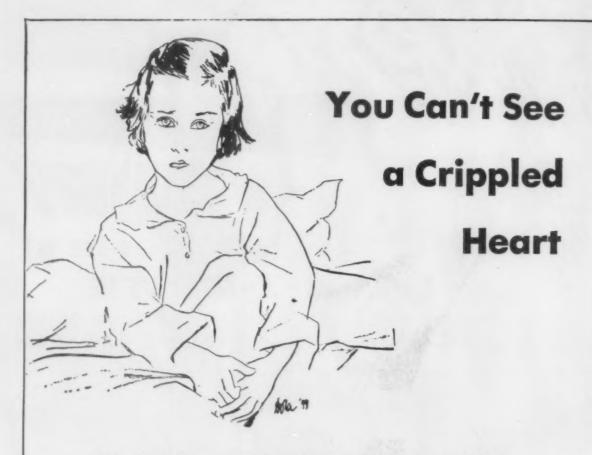
SAFE-T-BRITE INK is now being used successfully throughout the country on all kinds of flexographic press, with smooth rubber (natural or synthetic) or knurled metal inking rolls. It is available in a full range of brilliant, colorstrong standard or match colors from any of BBD's conveniently located plants, and we suggest you give it a trial run soon.

For sample prints and more information about BBD SAFE-T-BRITE INK contact your

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She doesn't use crutches—but she has a crippled heart. So do nearly 500,000 American children.

Fortunately, medical research has given us the knowledge to prevent rheumatic fever and reduce heart disease, the leading disabler of children. Remarkable surgery is giving new life to many young hearts afflicted with congenital defects or damaged valves.

But more research is needed to save more hearts. You support research—and help all hearts—when you give to the Heart Fund.

HELP YOUR HEART FUND .. HELP YOUR HEART

Your contribution supports research, education and community heart programs





ROYAL produces these perma-lite bottles, in a rainbow of color selections, for Vantines.* They are also available as a combination bottle and syringe set, and as a fountain syringe only. Sales appeal is greatly enhanced by their smart appearance, lightness in weight and extreme durability.

Here is another example of how Royal uses polyethylene to finest advantage ... of how a traditionally-made product can be given vastly improved consumer

Perhaps you have a product that can be better made by Royal of modern plastics. We sincerely invite your inquiry.

Bottles from stock molds (1/4 oz. to 32 oz.) are stocked by these distributors:

LOS ANGELES

Berri-Ecklund Associates 4726 Melrose Ave.

PATERSON, N. J. Modern Decorating Co. 155 Oxford St.

MIAMI, FLA. Magic City Bottle & Supply Co. 1380 N. W. 23rd St.

SAN FRANCISCO Marketing Agents, Ltd. 207 Powell St.

CHICAGO

Berman Bros., Inc. 1501 S. Laffin St.

MONTREAL wns Bottle & Supplies, Inc. 1655 Des Carrieres St.

Vantines, Inc., 38-01 23rd Ave., Long Island City 5, N.Y



CONTAINERS OF DISTINCTION Royal designs and produces containers for leading manufacturers throughout

the nation and has complete facilities to produce private mold designs.



MANUFACTURING COMPANY, INC.

Here's why America's leading cereal companies use Rhinelander

Glassine



moisture resistance... waxed,*
wax laminated, or coated glassine
protects crispness and full flavor.
Provides a barrier to rancidity.



EASE OF NANDLING . . . The superior uniformity of Rhinelander Glassine papers means smooth performance on high speed packaging equipment.



GREASEPROOF . . . Preserves "buy appeal". . . protects outer package from staining due to possible seepage of shortening and oil content.



APPEARANCE . . . Glassine provides smooth, glossy appearance of quality—available in opaque or transparent grades as well as striking colors.



FOLDING . . . the excellent folding qualities of Glassine permits positive re-closing of package after part of the contents have been removed.



ECONOMY . . . Few packaging materials even approach Glassine on a cost-performance basis.

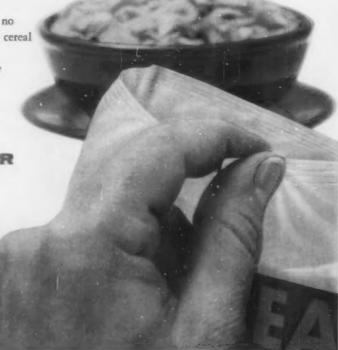
Yes, with so much to offer at so low a cost it's no wonder Rhinelander Glassine is preferred for cereal packaging protection. Perhaps you have a perishable food product that would benefit by the many advantages Glassine offers. Why not drop us a note about it?

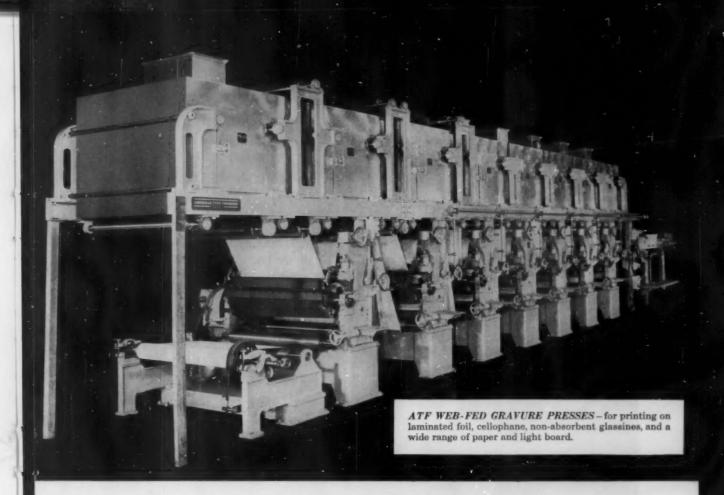
RHINELANDER PAPER

Rhinelander Paper Company, Rhinelander, Wisconsin Subsidiary of St. Regis Paper Company



eWaxed and printed grades available through leading converters





Why ATF Gravure Presses set high standards for output, accuracy and economy

High quality reproduction at low cost per thousand—that sums up the reputation of ATF Gravure Presses. A few of the reasons why:

PRECISION CONSTRUCTION: Anti-friction ball or roller bearings are used throughout. All web idlers are dynamically balanced to rotate freely for fine register control.

HIGH PRODUCTION: ATF presses are underway and rolling up profits with the fastest set-ups, wash-ups and changeovers in their class. A complete wash-up and changeover on a six color press can often be made in an hour and a half.

OPERATING SIMPLICITY: All controls are readily accessible, with the control systems providing a high degree of automatic operation. For example, a single control sets printing pressure at each station... and press stops and starts do not change it. Pendulum

action impression provides constant, uniform web tension . . . eliminates slack web during stops and starts.

TWO-WAY INK CONTROL: Evenflow ink pumps provide the right amount of ink at all press speeds. Cascade inking pours ink by gravity over the cylinder—eliminates splashing and air bells which cause skips in the printing.

ATF Gravure Presses also feature unit construction, which lets you add color units as required. One to eight or more colors can be printed on one or both sides of the web, and delivered as accurately cut sheets, rewound rolls or folded signatures.

Before you invest, check ATF Gravure Presses. Let your ATF Web Representative show you how they provide high output and quality with low longterm cost.

AMERICAN TYPE FOUNDERS



200 Elmora Avenue, Elizabeth, N. J.

better, more profitable printing . . . from the most complete line of equipment



Now offering you America's

Gair joins

Fine service as usual . . . but with even greater resources! You've been used to the best from Gair, whether you needed folding cartons or shipping containers, paperboard or bags. You'll still get the same Gair creative engineering, and it is now backed by the industry's most comprehensive packaging service.



most comprehensive packaging service!

Continental Can

For Gair has joined with Continental Can Company.

Come to Gair and you'll get a service that blueprints a package to fit your product, your packing and shipping methods, and your market. Gair is equipped now better than ever to serve you. Your Gair representative can give you the full story.





Spout assembly is held in inverted position by screw-on cover cap. All fittings are recessed. Flat cover surface speeds stacking, saves storage space.





J&L Utility Farm Pail with self-storage spout

Jones & Laughlin

STEEL CORPORATION

CONTAINER DIVISION

405 Lexington Avenue . New York 17, New York

HOW
REVERSIBLE
SPOUT ASSEMBLY
WORKS



To pour, you simply unscrew and remove cap and protective metal seal. Spout is lifted out and placed in position for pouring. As illustrated above, two openings in the spout provide choice of fast or slow pouring speeds. For slow pouring, simply remove the small cap on the first opening. Spout is fastened with the screw-down cap you originally removed from the cover. Entire operation is completed in seconds.

- Large aperture for easy, fast refilling.
- Ideal for nesting and stacking. Saves storage space.
- No shipping cartons required.
- Welded wire handle facilitates carrying.

Write today for information on how new J&L all-purpose shipping and storage pail saves time and money.



STEEL



Another redskin bit the dust!

Coppertone's distinguished label tells its story at a glance—a glance that turns quickly into a sale. And like the famous Coppertone Suntan Cream, our specialty is preventing red faces. For a label that looks great on the drawing board may be a dud in the store! Half a century of experience in producing labels that grab attention and sell has given us the knowhow you can depend upon.

Labels are our business—our sole business. Our design facilities, research, production and delivery schedules are all concentrated upon labels. Any type of label you need is available through Ever Ready's *complete* facilities, which now produce more than twenty million labels per day!

We'd like to work with you on your label. More than 60,000 satisfied customers have found that there's something special about the services offered by Ever Ready.

WITHOUT OBLIGATION, we'd like to send you ☐ The Ever Ready Label Idea Kit ☐ Samples ☐ The Story of 8 Important Red-E-Stik Pressure Sensitive Applications.



EVER READY LABEL



THE HAND THAT ROCKS THE CRADLE RUNS YOUR BUSINESS...



THE DEFINITION CON CO. PLANTS IN OHIO, TENNESSEE & ARKANSAS—SALES OFFICES: CINCINNATI, OHIO: SPRINGDALE, ARKANSAS



See CENTRAL FIBRE for Ideas!

A good idea will often make it possible for you to make a profit on your package too—as a sales help, display unit, or by adding character and value to the product it packages. The plus value of a package that you can make a profit on is just another way Central Fibre ideas can help you do a better packaging job.

NEW IN DOMINANCE, OLD IN SKILL—Central Fibre Products Company is new as a dominant organization in the paperboard industry, however, as a consolidation of some of the oldest mills and plants in America, it represents a considerable wealth of skill and know-how. This combination of new vitality and old craftsmanship has been responsible for Central Fibre's unusual growth. Let us show you how it can provide for you a better resource for your packaging requirements.

CENTRAL FIBRE SERVES AMERICA FROM 21 CONVENIENT CITIES

PAPERBOARDS AND SPECIALTIES

CORRUGATED SHIPPING CONTAINERS

FOLDING CARTONS AND SET-UP BOXES

EGG PACKING MATERIALS

POULTRY HOUSE SUPPLIES

MAPES MOLDED PULP PRODUCTS



More Than 80 Years of Continuous Service and Progress
CENTRAL FIBRE PRODUCTS COMPANY
General Office. Quincy, Illinois



A party "to go"-PACKAGED!

There are many products which do not require multi-color cartoning and high styling. The point is: does the package protect the product, increase its desirability, and serve the purchaser?

The take-home hamburger and pie packages shown here do just that—effectively, economically, and with a public relations flavor unique in packaging. Inexpensive

products... sure. But worth this extra protection—this extra measure of sanitation and service.

Of course, your product is different. But it can benefit just as greatly from the good sense that is the secret of great packaging. Why not call or write? Let a Gardner packaging specialist discuss and answer your packaging problem.



Many of America's great products reach the consumer in "Cartons by Gardner"

PLANTS: Middletown, Ohio; Lockland (Cincinnati), Ohio; Springfield, Massachusetts (Gardner-Brooks, Inc.)
SALES OFFICES in Chicago, Cleveland, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, Greensboro, N.C.

THE GARDNER BOARD AND CARTON CO.

Middletown, Ohio



Manufacturers of Folding Cartons and Boxboards





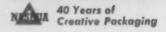
FROM THE GARDNER GALLERY OF FAMOUS AMERICAN PACKAGES

NASHUA printed packaging makes it a <u>sales</u> package!



Eye-stopping colors . . . taste-tempting reproduction of the product . . . Nashua precision printing! Put them all together, and you have packaging that sparks impulse sales for Necco Sky Bars.

Let one of our representatives show you how Nashua's printing craftsmanship, modern color-printing facilities, and experienced package designers can help your products make a better showing in today's self-service selling. Ask to see "The Power of the Package". Write Nashua Corporation, Dept. IC-10, 44 Franklin Street, Nashua, New Hampshire. Sales offices in New York, Philadelphia, Chicago, San Francisco, and Peterborough, Ont.







MODERN PACKAGING

February 1967

Vol. 30, No. 6



Introducing a new variety of its famous beans, the H. J. Heinz Co. uses a multipack band that gives poster impact to the "one free" offer and assures trial of not just one can, but three. This is one important use for multipacks. B. D. Graham, Heinz's vice president for marketing, inspects the package.

Bright outlook multipacks

Every product that is consumed in volume
is a candidate for this booming new method of selling in volume.
Here are examples that show where, why and how it works

Within 10 years as much as 30% of all goods sold in supermarkets may be in multipacks. That's the prediction of one marketing authority who has surrounded himself with some very carefully assembled statistics on trends in merchandising and in buying habits.

If multiple-unit merchandising is to fulfill such a growth pattern, the rise will stem from the effectiveness of the multipack to perform a multiple range of chores for the packager, wholesaler, retailer and consumer.

The importance being attached to finding the right answers on multipacks is demonstrated by

the year-long "Philadelphia Project," a market test sponsored by the National Canners Assn. in Philadelphia supermarkets, pitting single cans against multipacks, in every conceivable arrangement and circumstance. The canners want to know where and with what and why the multipack will sell more canned foods. Already, it has been demonstrated that sales of canned corn can be increased up to 31%.

Meanwhile a great many individual companies are proving in actual use that the multipack, with its larger display surface and its basic efficiency in retailing two or more items with no more effort



Choice of single can or multipack must always be offered. Many consumers would resent being forced to buy multiple quantity, but take it gladly as a matter of preference—especially with inducement of a "free" offer. Pet foods, which are purchased in quantity, are big users of multipacks.

than is required for a single-item container, is a challenging medium that calls for new study and new understanding.

Right now there are some 20 to 30 jobs that multipacks are doing or are ready to take over. Basically, these are merchandising and selling chores, and they are significant because they demonstrate new and better methods of getting products sold.

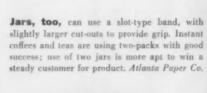
A round-up of current uses shows multipacks gaining important footholds in the packaging of foods, personal products, drugs, soft goods, household products and industrial goods. The unit package may be a can, a bottle, a bag or a carton. The multipack has already made packaging history in the retailing of soft drinks and beer, both canned and bottled. More than half of these beverages now go to market in a "carry carton," usually a sixpack.

The so-called carry carton, whether or not it has a carrying handle, is the dominant container form, but other carton constructions—boxes, flexible packages, various types of bands, tapes or ties, and

Multipacks like these move millions of packages-



Soft drinks in bottles favor handle-type carrier, re-usable to return empties. This industry was first big exponent of multipacks. Robert Gair.







Square cans also use locking bands. Cleansers are good candidates for multipacks; any household can use three cans in short order. Container Corp.



Fine printing distinguishes many beer multipacks using carton surface rather than can for appeal. These closed cartons use color photography. Gaylord.



Two-pack with carry handle for heavy glass jars doubles the unit of sale for 3 Bears Honey. Carton is five-color printed. Atlanta Paper Co.

even corrugated containers—are proving their worth.

Effective packaging today requires a continuous study of the trends in this field and a knowledge of the special merchandising tasks the multipack is able to perform.

It may serve to introduce a new product. The H. J. Heinz Co., in bringing out its new "Campside Beans," is employing a three-pack, sleeve-type multipack for cans. Assembled and packed on high-speed equipment, the unit bids for shopper acceptance with an inviting trial offer: "Buy 2 cans. Get 1 free." The new Heinz multipack not only facilitates end displays and floor stacks in the retail outlets, but also becomes the medium for effecting an immediate sampling job in millions of homes.

It may help to win brand loyalty through multiunit familiarity. The packagers of "Kitty Snicker" cat food use a multipack for this purpose. The product is an odorless-type food, a characteristic that pet owners like immediately, but which requires a little consumer education on the part of the cat. The makers of "Kitty Snicker" found that cats learned to like and accept the new-type pet food by the time they were on their second can. Thus a three-pack performs a very important function in this company's merchandising plans.

It may serve to open new markets. Multipacks offer new marketing opportunities as far and as wide as the merchandiser's eye can see in gift packaging, seasonal packaging, tie-in merchandising, distribution in additional outlets, and penetration of special markets such as do-it-yourself and special age groups and the like. There are many examples. The Borden Co. taps the gift market by packaging six 5-oz, jars of cheese spread in a "Holiday Cheese Snacks" selection, Smucker's Old Fashioned Jam now comes in a nine-pack carton that readily sets up into an effective gift display. For vears Life Savers has captured a share of the December buying wave with its Christmas book of assorted flavors. Cigarette makers have done the same with their gift cartons. The point, of course, is obvious: shoppers who never think of giving a single jar of cheese spread, a nickel package of candy or a pack of cigarettes as a gift will eagerly



Beer 6-pack is now almost universal with cans. Brewers tend to white board and full-color pictorial art that ties up with ads. This band style locks can by tabs. Container Corp.



Open ends on slot-type bands permit display of the package label itself. Belfast was among the first of canned soft drinks to adopt multipacks. Fleishhacker Paper Box Co.



Slotted design holds cans by wrapping tightly around the unit so that the chimes of each can protrude through the slots at four points. Glue lap is on the bottom. Atlanta Paper Co.



Minimum use of board is found in this patented design that locks under edges of can chimes. This three-can "special offer" conceals a minimum of the can label itself. Robert Gair.



Stores like multipacks not only because they increase the unit of sale, but because of savings up to 75% in their own check-in, handling and check-out costs. When only one price mark need be stamped for the six cans in a multipack, the price-marking job is automatically reduced by five-sixths.

accept attractively packaged multiples of these items for gift candidates. And the recipient who uses a multiple number of these products may be a steady custo:ner himself thereafter.

It can serve to package interesting combinations of products. One of the very brightest multipack trends involves the convenience foods. One enterprising packager, the Beavers Packing Co., Newman,

Display advantage is important to small, odd-shaped packages like sardine tins. Nepco cans were formerly lost on shelves; now, in 6-can multipacks, they build impressive, practical floor displays.



Ga., is offering the convenience of a barbecue dinner made possible by packaging a can of stew and a can of barbecue pork in a carry-carton sleeve. Watch for this combination technique to spread to many other combination packs, offering the ingredients for Mexican or Chinese dinners, Italian specialties, picnic lunches, TV treats and the like.

It can promote special-price and premium offers. The multipack, because of its billboard area and because it lends itself to automatic handling, is playing a growing role in deal and premium packaging. One of the inevitable complaints in this type of merchandising has been cost. So many times the special nature of the deal means special production lines, added space and costly hand operations. The multipack can help solve this problem in a number of ways: it provides a relatively low-cost type of package; it makes available a larger-than-usual display surface and, most important of all, machinery is available to handle the packaging automatically. Several carton manufacturers have multipack machines that can be leased for sample and trial runs. Numerous types of banding and wrapping machines can be employed to handle multi-unit packaging automatically.

It can be a potent force in promoting retailer acceptance and good will. The multipack can help the retailer gain ground in the continuing battle against the rising cost of doing business. According to time-and-motion-study figures released by one of the supplier companies in the field of multiple-unit

Atlanta Paper Co., Atlanta, Ga.

packaging, in-store studies showed that food stores can save up to 75%, or as much as 8 cents a case in the cost of pricing, stocking and check-out time.

Practically all of the big food chains apparently look on the multipack with favor. Kroger employs the multipack for several of its own Kroger brand canned foods and reports that one very appreciable advantage is greater ease in building effective aisle and shelf displays.

Drug, department, variety and many other types of retail outlets have long looked with favor on the sets, kits and gift packages that have been made available. As one drug-store operator puts it, "Combination packages have a different look that excites the interest of the shopper and makes him think the store is carrying the newest and most up-to-date items."

It can solve the display and handling problems of the small-sized unit. The sardine can is a good case of point. Last year, the Trident Packing Co. of Lubeck, Me., introduced Nepco Maine Sardines in a six-can carry-carton sleeve retailing for approximately 59 cents and, for the first time in the

history of sardine canning, visual brand recognition became a reality. The usual blurring of brand with competitive products and the lack of impact because of small size were ended. According to Roger Chipman, Trident sales manager, distribution of Nepco Sardines in their attractive red, white and sea-blue carton is up 20 to 25%.

Spices, small vials of cake decorations, hardware parts and the like often have tough sledding because of their size. The multipack is proving one good way to "muscle up" the small product to do an adequate display and merchandising job. Frequently, too, the higher unit price for the multipack makes it more practical for mass-distribution outlets to merchandise these products.

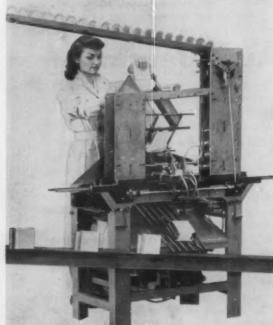
Convenience features

Multipacks are strong in convenience features and these can take a variety of forms.

Without involving the consumer at all, multiple packaging can help get your product from manufacturer to retailer in the most convenient form.

A shipping sleeve used [Continued on page 184]

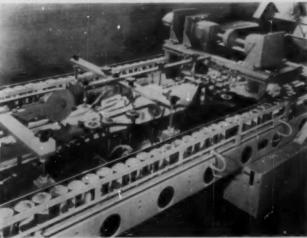
PHOTO COURTESY CONTAINER CORP.



Machinery for multipacking can be large or small

Versatility is a feature of this new, compact, automatic machine which bands either two, three or four cans straight off the production line at a speed of up to 50 multipacks per minute.

PHOTO COURTEST GARDNER BOARD & CARTON



High capacity is achieved with this fully automatic machine engineered to run at 125 multipacks per minute, with change-over in 30 minutes to different-sized cans or to any combination of two, three, four, six, eight, 10 or 12 cans.



New shaker way to "perfect pancakes in 10 shakes" is the theme of Quaker Oats' big new 1957 package-copy promotion, which marks a departure from the company's traditional premiums and special-price sales. "Use any shaker" says the news-type copy on the back panels of pancake and buckwheat packages.

New strategy for Aunt Jemima

Product-news approach now favored by Quaker Oats
gets a nationwide test in promotion on the package and in the store
of a new shaker method of mixing pancake batter

In switching from its historic merchandising philosophy of premium offers and special-price sales to its new policy of using product news to promote brands, Quaker Oats is relying heavily on packaging to carry the new message.

The sharp change on Quaker's part away from a tradition of premiums which dates back to the first Aunt Jemima rag doll of 1895* has come about after careful evaluation of today's marketing picture. There are three main reasons for the move.

One, Quaker believes that product news showing the housewife newer and easier ways to use the product gives the company a stronger sales and resales position than premiums and price offers. Such news has a direct benefit to the consumer when she uses the product; it is geared to today's convenience food trend.

Two, the new marketing policy also recognizes the steady increase of self-service merchandising with its emphasis on point-of-purchase decisions. This, of course, has made promotions on the package a focal point.

Three, the product-news system of promotingbrands is a logical extension of Quaker Oats' pushfor new products and improved products. Last October the company dedicated a research center in

e See "Aunt Jemima," Packaging's Hall of Fame, Mouten Packaging, Dec., 1949, p. 98.



Preliminary test of the productnews approach came earlier on three recipe promotions: blueberry pancakes, frosty apple roll-ups and party pancakes, Jack Odell, Aunt Jemima ad supervisor, shows back panels of the packages.

suburban Chicago costing nearly three million dollars in which it plans to "create the foods and products of the future."

At the dedication of these multi-million-dollar laboratories the marriage of product news to the package received added emphasis. Quaker's Dr. F. N. Peters, vice president in charge of chemicals research, implied the new role of packaging when he said: "It is obvious that the trend toward fully or partially prepared 'convenience' foods will continue. . . . Much of this (product news) education will come from advertising," advertising augmented with point-of-purchase headlines on packages.

Quaker's first big promotion of 1957 is being launched this month across the nation and features the new "shaker way" to make Aunt Jemima pancakes or buckwheat cakes.

Although the company has about a quartermillion-dollar ad budget for this campaign, it believes that the packages will carry at least half the load in conveying the product news to the consumer.

To do this, Quaker is following a packaging pattern it tested last year. The front panel identifies the brand and product and also flags the customer to the back panel for the product news. The back panel carries all the detailed information on the new product development.

Quaker separates the front-panel layout and product news because it doesn't want to clutter the overwrap label. Aunt Jemima is the oldest and largest-selling pancake mix—probably the first ready-mix preparation sold in this country—so easy brand identification is important. The only new artwork added to the front panel is the product-news "flag"—an outline of a recipe card. In this space is a headline: "Perfect pancakes in 10 shakes!" and two subheads, "See back of package" and "New quick way to make Aunt Jemima's." The recipe card is integrated with the standard label design which combines brand name and appetite appeal, including the Aunt Jemima drawing and logotype, artwork of butter-smothered pancakes and a reverse panel identifying the product (pancake mix or buckwheat mix).

The back panel is devoted entirely to a four-step sequence of pictures and words which outlines the new shaker method to make Aunt Jemima batter. The side panels have recipes and hints for making better pancakes.

The company feels this new way to make pancakes is real marketing news—a further step in streamlining its prepared pancake-mix method for consumers. All that are needed in the shaker method are the usual ingredients and a shaker, either a plastic container, metal mixer or mason jar. Mixing bowls, spoons, beaters or electric mixers are eliminated—saving the housewife time and trouble.

At the retail level the packages announce the product news through [Continued on page 168]

Credit: Overwrap labels by R. R. Donnelley & Sons Co., 350 E. Cermak, Chicago.

Three-section display is furnished to stores in cooperation with Wesson Oil, but there is no tie-in sale. Rack jobbers stock the center bin with whatever type of shaker they wish to promote. Grocer also has option of displaying syrup here.



Color excitement

You'd never know the padded paper bag, the way John Plain has dressed it up with white and multicolor to give appeal as well as protection to gift food packs

Nothing in packaging is more satisfying than the discovery that a piece of packaging that had been regarded as strictly utilitarian can, by the application of design and color, be turned into an exciting and stimulating sales adjunct.

Such a discovery came recently to John Plain &

Opening the gift box becomes an event in itself, when rainbow-hued bags yield one surprise after another from John Plain's assortment of exotic imported foods. Dozens of customers have written to express pleasure at the color treatment.



Co., Chicago, and it involved nothing more than the inside of a corrugated box and the familiar cushioned paper bags, padded with macerated paper, which have been used by the millions in cushioning fragile objects for shipment and as carry-out bags for frozen products.

John Plain decided to use these bags to enclose exotic glassed and canned foods which it packed in mail-order gift assortments—strictly for protection against breakage. The idea was so simple: Why not print these bags with the John Plain name and trademark, to provide a seller identification which was otherwise missing from the labels of the imported food items-and at the same time why not use a bleached white kraft paper for the outer surface and apply a gay, multicolored design? Why not employ a whole galaxy of colors, in fact, by having four different color combinations in a random assortment of bags? And why not similarly imprint the inside liner paper of the corrugated shipper carton with a colorful multicolor, harmonizing design, so that the gift recipient on opening the carton would have a real sense of color excitement?

All this was done and the results are such that John Plain has been showered with letters from pleased customers and the new color excitement has become a key selling point in the company's catalog and literature. The score: A 350% sales increase in gift food items during the last Christmas season.

John Plain—a wholesale mail-order house selling a wide line of quality merchandise by catalog order through stores in some 50,000 rural towns—imports bottles, jars, cans, boxes and ceramic crocks of items ranging from Spanish stuffed squid packed in its own ink to Chinese crystallized Cantonese ginger. Of primary importance, when the company added the food line two years ago, was the need for inexpensive, but effective protective packaging. Except for items which came boxed so well that additional packaging would be pointless, most products had to be protected against damage during shipment to customers.

The padded bag was determined to be the most



Kaleidoscope of color is presented to each recipient of a John Plain food-delicacies gift box; color-printed interior of the box itself is in striking contrast to plain kraft exterior. Note simplicity of the packing. No cushioning is needed other than the individual padded bags, which are identical except for nine variations of size and four different color combinations.

COLOR PLATES COURSEST JIFFY MFG. CO.

economical and usable packaging material, since eight or nine stock bag sizes could handle all the various bottles, cans, tins, etc. First evaluation of the bag's excellent protective properties has been borne out in two years of marketing; breakage is almost non-existent. In addition, the bags provided insulation against freezing temperatures during the peak shipping months of winter.

It was John Plain's chairman of the board, Harold Lachman, who thought the padded bag was a good answer that could be made better. To convey his idea graphically to associates and suppliers, Lachman drew the multicolor design which is now used on the cushioned bags on a bleached kraft background.

The basic design is flexographic printed by the bag supplier in four different color combinations on white: blue and maroon, dark blue and red, yellow and green, and chartreuse and red. Each product is packed in a specific size bag and the bag is merely folded shut.

The next step was to add a colorful inside liner to the corrugated shippers. Why the inside and not the outside? Since John Plain ships expensive items like mink coats and binoculars, pilferage could become a serious problem. The company has made a concerted effort to ship products in ordinary-looking containers. A gift-decorated box would draw attention to the John Plain & Co. name and might possi-

bly result in greatly increased theft and pilferage.

The colorful liner harmonizes with the bag design and is printed in blue and maroon against a white linen finish on kraft liner. When the box is opened, the inside liner creates surprise and serves as a bright background for the array of colorful cushioned bags. More time is spent around the box when it's opened than closed—another reason for the attractive inside decoration.

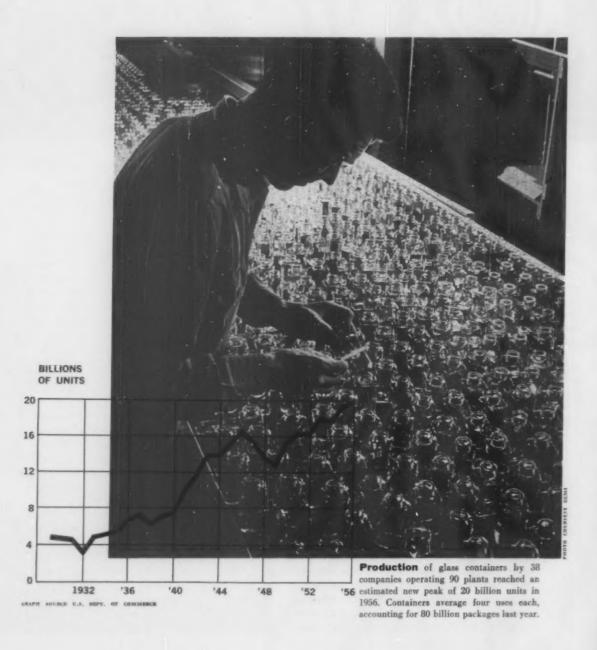
The four different color combinations on the bags have no identifying purpose. The assortment serves merely to create an exciting, kaleidoscope effect when the customer opens the box.

Typical customer reaction to John Plain's packaging is reflected in letters, such as "My wife and I enjoyed opening the packages, each a gift in itself," and "Your gift of imported delicacies was doubly delightful... first, the adventure of unwrapping each package and reading its description and origin; later, the actual enjoyment of the food."

Packing color-printed bags and cartons was perhaps solidified by the comment of one customer who said, "Exotic is just the proper word for (these foods). The opening of the envelopes, the slipping out of the jars and cans, was as intriguing almost as the sampling of the various items."

Credits: Padded "Jify" bags by Jify Mfg. Co., 360 Florence Ave., Hillside, N. J. Corrugated boxes by National Container Corp., 7 Central Park West, New York.

GLASS



COMTAINERS

Research steadily enhances their advantages and reduces their disadvantages; with annual output at 20 billion they now account for 80 billion packages per year

There's a wonderful outlook for glass containers. If present trends continue, the glass package of tomorrow may be nearly as light weight as a light bulb yet just as strong as today's bottle or jar. Since 1930, most glass containers have shed a third of their weight, and a further 20% slimming was announced by one producer last year.

Actually, it is only since 1903 that the 4,000-yearold glass craft has become a modern industry. And looking into the future, it is possible to see that glass—drawing on an annual \$10-million investment in research and development—is on the threshold of a new scientific era in which the strength secrets of glass will be further revealed and glass packaging propelled upward into a new spiral of progress.

Glass, of course, is already a giant in the packaging field. In 1956, the industry produced about 20 billion glass containers. Some of these, like the milk bottle, make 30 or more trips between packager and consumer, so that total usage—borne out by statistics on shipments of closures for returnable bottles—amounts to a whopping 80 billion annually. This figure comes to about 470 containers a year for every man, woman and child.

Production-wise, the glass-container industry is only approximately half as big, in both annual unit production and dollar volume, as the can industry. But in point of use, due to the multi-trip factor, glass containers are just about twice as big as cans, which reached an estimated production and use of 40 billion units last year. Only the folding paper box, which provided an estimated 117 billion packages last year, exceeds the glass container in the number of units going to market.

Dollarwise, the glass-container industry in 1956 pushed its way toward the billion-dollar figure. More than \$700 million was in glass container sales and the balance in sales of closures.

Although its exact birth date is lost in ancient history, the glass container is assuredly man's oldest form of package. Egyptians, 4,000 years ago, conceived the idea of winding molten threads of glass around a sand mold to form jars and bottles. Some 2,000 years later (300 B.C.), a Syrian glass artisan blew into a hollow rod and discovered how to blow bubbles of glass.

The basic concept of blowing a molten gob of glass into a bottle or jar shape still remains. But since 1903, when Michael Owens invented his automatic bottle-making machine, lung power has been replaced by mechanical processes, and bottle making is now well on its way to total automation. Meanwhile, progress has accelerated tremendously;

Inspection of containers as they are placed in corrugated shippers catches any obvious flaws.



See "Cans," Supplier Industry Survey, Mossens Packaging, Jan., 1957, p. 102.

more than 99% of the more than seven million tons of glass products now sold in this country are manufactured by methods and processes developed during the past 50 years.

THE PACKAGE

Glass containers possess inherent characteristics admirably suited to some of the packager's most essential needs. These are chemical inertness, impermeability, moldability, transparency or integral color, design virtuosity, permanence and economy. An eighth advantage, and one of the most important from the packager's point of view, is the adaptability of glass containers to a full range of closure and dispensing devices.

To balance these impressive advantages, glass has two obvious handicaps: its breakability, which can probably never be eliminated entirely, and its shipping weight, which is steadily being reduced to more competitive levels.

In respect to inertness, glass is nearly the perfect packaging material—completely neutral, impervious and impermeable to the product it contains. You have only to think of glass packages of baby's cough syrup, life-saving serums and plasma or foods ranging from sweet milk to sour vinegar to realize flow truly cosmopolitan in packaging's vast world

of products is odorless, sanitary, non-porous glass.

Glass excels in moldability—as witness some 13,000 or more different styles and sizes ranging from the cartridge-like ampoule to 13-gal. carboy jugs and all the beautiful jars, flacons and bottles of the cosmetic trade.

Up to 20 years ago there was only one practical way to label a glass container—to paste on a paper label. Recent progress in permanent, fired-on, ceramic labeling has been spectacular. With their highspeed, mechanized processes, glass-container makers can now reproduce an intricate multi-color design with lettering and make it a permanent part of the bottle at low cost. A simple one-color ceramic label can cost as little as approximately one cent. Applied color labeling has many different uses: in permaner t marking for milk and beverage bottles that must make many trips; for pharmaceuticals and biologicals, where the durability of the marking may be a matter of life or death, and for cosmetics, where merchandising is built around distinctive, decorative appearance.

Aside from breakability, glass is the most nearly ageless of materials. Barring breakage, a glass container could conceivably last forever, and its product protection would continue as long as the original closure seal remained intact. Recently, 18 bottles of beer, lost at sea some 250 years ago, washed ashore along the coast of Kent in England; the beer, safely sealed in hand-blown glass containers, was described



One-way use of lighter, stronger, disposable beer and beverage bottles is rapidly changing the economics of glass-container production, requiring 20 bottles where one would serve before.

as entirely potable. Glass carboys manufactured as long ago as 1905 are said to be still in use, transporting acid and serving as well today as when they made their first trip.

The most remarkable example of the light-weighting trend is the one-way beer bottle. The one-way bottle, made by the billions, costs as little as 3 cents, a level at which it is fully competitive with the beer can. But if economy is the prime consideration, nothing can match the multi-trip bottle. A returnable beer bottle may cost close to 6 cents, but if it makes 20 trips to market, the per-trip cost is less than three-tenths of a cent. The per-trip cost of the multi-trip milk bottle has not been matched by any other liquid-tight container.

THE INDUSTRY

Traditionally, America's "glass belt" has included a band of states extending from New Jersey and neighboring coastal states, through an area rich in sand and fuel, to the Mississippi River. Today, there is an increasing spread of plants into the South and along the West Coast. The Glass Container Mfra. Institute counts 38 member companies operating 83 plants in this country.

The largest single producer—accounting, according to Barron's, for more than a third of the industry's sales—is Owens-Illinois Glass Co. Barron's ranks others, in volume of glass-container production, in this order: Anchor Hocking Glass Corp., Hazel-Atlas Glass Co. (now a division of Continental Can Co.), Knox Glass Associates, Inc., Ball Bros. Co., Thatcher Glass Mfg. Co., Brockway Glass Co. and Armstrong Cork Co.

GCMI, with headquarters in New York, operates importantly in a number of areas: it collects and publishes industry statistics; it conducts market research; and it carries on an active educational program.

Modern high-speed glass packaging would be impossible were it not for GCMI recommended standards, which the Institute provides for the benefit of all users.

A year ago the Institute began a campaign designed to promote the sale of glass packaged goods. A series of full-page ads resulted and these have won wide acclaim both for their attractiveness and effectiveness. This year a million dollars and more will be spent to continue and expand the series in magazines that altogether reach a total of 32,000,000 readers.

Glass has long been the beneficiary of widespread use and high-volume requirements on the packaging



improved design of closure and jar keeps glass in strong position in food field. New press-on vacuum closure makes positive airtight reseal even if lid has been bent in opening. Jar has recently been light-weighted another 25%.

line. There is a wide variety and an excellent choice of equipment to handle, fill, close and label glass containers. Glass itself is adaptable to almost any speed that the product and its market demand today, for speeds ranging up to 700 or more units per minute are said to be practical.

An important shipping economy and convenience feature prevails where glass containers are used in quantity; empties are delivered to the packaging line in a corrugated shipper designed and printed for the packager's reshipment. For this reason, glass-container manufacturers operate some of the world's biggest corrugated-box plants.

Three major packaged-product fields take the great bulk of the industry's production. Food accounts for the biggest single share, 41.3%. Beverages (including wines and liquors), at 25.2% currently, are running just a shade ahead of drug and cosmetic requirements, which amount to 24.8%. All other uses combined, including a sizable share of the household and industrial chemical field, come to 8.7%.

The fastest-growing end-use category for glass has been food. Processed baby foods are the show-case exhibit. In 1939, only 13% of baby foods were packaged in glass. Last year, glass containers' share was more than 70%, according to glass-industry figures.

About 95% of all home-delivered milk and cream is in glass, the glass manufacturers say, and this is about 53% of the total packaging business for milk and cream. Virtually 100% of all wines and



Special-purpose bottles run product gamut from perfumes to pickles, laboratory chemicals to life-saving drugs.

liquors are glass packed. According to the Glass Container Mfrs. Institute, approximately two-thirds of packaged beer and 99% of all packaged soft drinks are in glass today.

The glass-container industry has spent well over \$100,000,000 during the past ten years for research and engineering development. Virtually all the major producers have new manufacturing or service facilities on the drawing boards or in various stages of completion.

DEVELOPMENTS

An outstanding recent achievement of research has been the development of surface coatings to reduce the nicking and scratching that acts like a glass cutter and sets containers up for eventual breakage. Siliconing is one of the principal methods employed. Recently a multi-purpose coating was announced that employs a water-insoluble organic polymer; reportedly, it is a form of polyethylene.

Silicones have also been used in interior coatings, particularly in pharmaceutical vials and bottles, to reduce clinging of product to the glass and make sure that the full contents are discharged.

Glass containers have been designed with stacking features that make them easier to display. Designs have been developed that save space² and in some instances an extra bottle can now be stocked with every 10 or 12 packages put on the shelf.

Glass aerosols, both the uncoated and the vinylcoated types, are proving their value for a host of personal products, where no other type of container is able, at economical cost, to meet the demands for inertness and aesthetic appeal. Glass aerosols in 1955 numbered nearly ten and a half million units, a sensational rise from practically nothing in 1953, when the first glass aerosol was reported.

Other significant advancements stem from a better understanding of the working properties of glass itself. This has manifested itself in aesthetically-shaped containers with greatly increased sales appeal. Processes for applying ceramic labels have progressed importantly, and new developments like the heat-release, fired-on decal^a are sure to offer further promise to the packager who must keep coming up with more attractive and more sales-powered—yet always more economical—packages.

WHAT'S AHEAD

In the next five years, glass-container producers see still stronger, lighter glass and greater strides in control processes. Within that period electronic devices will surely be perfected for improved automatic inspection machinery to assure consistent quality.

Automation programs now under way are strongly counted on to keep glass bottles and jars fully in line with their principal competitors.

Glass containers, as a result of developments now under way, are definitely bidding not merely to hold their share of the expanding packaging market but to increase it.

As an official of one glass firm puts it: "We are commercially attaining about 1% of the highest measured strength of glass. If we learn how to attain 10% of the highest measured values, a new and different world for the packager will surely be at hand."

A trend that can have a significant effect on the glass-container industry's volume is in the growing move from multi-trip to one-trip containers. According to one authority, continuation of the trend to one-way soft-drink containers, as indicated by the growth pattern of 1951 to 1955, could mean a 25% growth, or approximately 42 million additional beverage bottles produced in 1957. Very large markets for one-way bottles and very important considerations for packagers still exist, the industry believes, in the vast 60-billion-trip area now served by returnable bottles. But to a great extent this will be true only if one-way containers can be made still lighter and still lower in cost. [Continued on page 178]

See "Square Jars," MODERN PACKAGING, Jan., 1987, p. 112.

³ See "Fired-on Decals," Modern Packaging, Feb., 1955, p. 115.

Package designers' winners

Aqua Velva gets best-of-show and two other top awards as jury of experts selects the best in 20 product categories from 5,000 packages in Third PDC Package Design Competition

The brilliant new blue-and-silver Aqua Velva after-shave lotion package walked away with the lion's share of the honors in the Third American Package Design Competition, sponsored by the Package Designers Council, winning the best-in-show PDC Gold Medal, a special award for the best example of redesign and a first award in the toiletries class.

The foil-labeled bottle and carton, designed by Donald Deskey Associates, were picked for these outstanding honors by a jury of packaging and marketing experts, who this year scored the winners from among more than 5,000 packages in 20 product categories by a new numerical evaluation system.

Presentations were to be made at a luncheon, Feb. 15, at the Plaza Hotel in New York. All packages considered by the jury were to be on public exhibition until Feb. 20 at Cooper Union Museum for the Arts of Decoration, Seventh St. and Fourth Ave., New York.

Jurors selected First Awards in each of the 20 categories, 64 runner-up entries to receive Certificates of Merit and the winner of the best-in-show PDC Gold Medal.

They also selected the winner of a special industry award—a \$1,000 cash prize—made available to PDC by the Aluminum Co. of America to give recognition to ingenious technological application of aluminum to packaging. This award was presented to G. L. Canfield, Indianapolis, who developed the Kraft Party Snacks packages for Kraft Foods Co., Chicago, called "Ribfoil cups," produced by Basca Mfg. Co., Minneapolis.

Duplicate Award Certificates and Certificates of Merit were presented to all product manufacturers and the package suppliers responsible for all winning packages.

The new system of determining winners used by the jury involved an appraisal both of specific packaging techniques and of broad marketing considerations. Jury members were first divided into four panels. Each panel selected packages which it considered outstanding from four standpoints deemed necessary to the evaluation of any package and, hence, to the successful marketing of any packaged product. These were: design, construction, merchandising effectiveness, consumer appeal. Packages selected as tops in these four areas were, in turn, evaluated for the total effectiveness of each. Consideration was given to the visual appeal of each chosen package, its value as a marketing device and the satisfaction that the consumer could be expected to derive from it because of its suitability to the product.

Top winners, by category, and the names of package suppliers who produced the winning packages, according to information reported by PDC, were:

1. Food products. Morton Goldsholl and John Weber, both of Chicago, for the Stop and Shop bakery-goods line, designed for Hillman's Pure Food Stores, Chicago, produced by Morris Paper Mills, Chicago.

2. Tobacco. George Pisani, Birmingham, Mich.,

Triple honors



PDC Gold Medal for best-in-show, special award for best example of redesign and first award in toiletries category went to Aqua Velva package designed by Donald Deskey Associates for J. B. Williams Co.

First awards by categories







Food products

Tobacco

Candy



Wines and spirits



Industrial products Coordinated design program



Toys



Soft goods



Pharmaceuticals



Gift and holiday packages



Stationery and office supplies



Chemical household products

for R. G. Dun gift boxes, designed for the DWG Cigar Corp., Detroit, produced by Container Corp. of America, Chicago.

3. Candy. Robert Zeidman Associates, New York, for Cresca candy decanters, designed for the Cresca Co., New York. Package suppliers: T. C. Wheaton Co., Millville, N. J.; Franklyn Folding Box Co., Inc., Maspeth, N. Y., and Foilcraft Printing Corp., Brooklyn.

4. Beer and soft drinks. Raymond Loewy Associates, New York, for the O'Keefe Beer, Ale and Stout labels, cartons and crowns, designed for the O'Keefe Brewing Co., Ltd., Toronto, and produced by Rolph-Clark-Stone, Ltd.; Gair Co. of Canada, Ltd., and Crown Cork & Seal Co., Ltd., all of Toronto.

5. Wines and spirits. Raymond Loewy Associates, New York, for Early Times Christmas cartons, designed for Brown-Forman Distillers Corp., Louisville; produced by American Box Board Co., Grand Rapids, and Milprint, Inc., Milwaukee.

6. Chemical household products. Bruce Beck, Chicago, and William Harris, Racine, Wis., for Glade aerosol packaging designed for S. C. Johnson & Son, Inc., Racine. Producers: Crown Cork & Seal Co., Inc., Philadelphia, and American Plasticraft, Chicago.

7. Durable household goods. Donald R. Keil, Manitowoc, Wis., for Alumode Holiday Stainless Steel Cutter package designed for the Aluminum Specialty Co., Manitowoc. Package produced by Sheboygan Paper Box Co., Sheboygan, Wis.

8. Hardware and tools. Lester Beall and James Hight, both of Brookfield Center, Conn., for Wiss Metal Cutting Snips packages designed for J. Wiss & Sons Co., Newark, N. J. Packages produced by Sample-Durick Co., Inc., Chicopee, Mass.

9. Industrial products. Gerald Stahl Associates, New York, for J & L Steel line designed for Jones & Laughlin Steel Corp., Pittsburgh. Producers: Carton Service, Inc., Shelby, Ohio; International Paper Co., Container Div., New York; F. J. Kress



を記録

Beer and soft drinks

Durable household goods





Hardware and tools

Garden equipment and supplies





Sporting goods

Cosmetics

Box Co., Pittsburgh; Stocker Mfg. Co., Netcong, N. J.; Thilmany Pulp & Paper Co., Kaukauna, Wis.; Cromwell Paper Co., Chicago; Muncy Valley Industries, Inc., Muncy Valley, Pa.

10. Sporting goods. Robert Widmer, Chicago, for Santa Fe Pet Carrier designed for the Atchison, Topeka & Santa Fe Railroad Co. and produced by Container Corp. of America, Chicago.

11. Toys. William R. Galbraith, New York, for the Tyco Electric Train packages designed for Tyler Mfg. Co., Woodbury Heights, N. J., and produced by Lebanon Paper Box Co., Lebanon, Pa.

12. Garden equipment and supplies. Elaine Bramhall, Chicago, for Cross Country Rose packages designed for Sears, Roebuck & Co., Chicago, and produced by The Gardner Board & Carton Co., Middletown, Ohio.

13. Stationery and office supplies. Sidney Beller, Escondido, Calif., for Stik-a-letter packages designed for the Stik-a-letter Co., Escondido, and produced by the Stylepak Box Corp., Los Angeles.

14. Pharmaceuticals. James Fogelman and Harry Zelenko, both of Summit, N. J., for Serapsil Elixir packaging designed for Ciba Pharmaceutical Products, Inc., Summit, and supplied by the Sparks Corp., Philadelphia.

15. Toiletries and personal products. Donald Deskey Associates, New York, for Aqua Velva aftershave lotion packages designed for the J. B. Williams Co., Glastonbury, Conn. Package suppliers: Owens-Illinois Glass Co., Inc., Toledo; The Foxon Co., Providence, R. I.; Container Corp. of America, Chicago, and Forbes Lithograph Mfg. Co., Boston.

16. Cosmetics. Jean Hellen, Paris, France, for Chanel's "For-the-Purse" package designed for Chanel, Inc., New York. Package suppliers: Scovill Mfg. Co., Waterbury, Conn., Carr-Lowrey Glass Co., Baltimore; Walter Jamieson Corp., Rochester, N. Y.; E. J. Trum, Inc., Brooklyn; Armstrong Cork Co., Lancaster, Pa.

17. Soft goods. Allen Porter, Los Angeles, for Kover-Sta Baby Blanket package designed for Juniors, Inc., Los Angeles, and produced by Marvin Rand and Specialty Paper Box Co., both of Los Angeles.

18. Gift and holiday packages. Raymond Loewy Associates, New York, for Lucent Gift Carrying Case designed for Lucent Corp., New York, and manufactured by Kraft-Corrugated Containers, Inc., Bayonne, N. J.

19. Redesigned package. Donald Deskey Associates, New York, for the J. B. Williams Co.'s Aqua Velva after-shave lotion packages, as described above and under category 15.

20. Coordinated de- [Continued on page 173]

Alcoa \$1,000 cash prize went to G. L. Canfield for Kraft Party Snacks packages in recognition of technological application of aluminum to packaging.





Contoured styrene

The combination of a vacuum-formed, high-impact polystyrene tray and a folding box with transparent window provides an effective and economical display package for assortments of stainless steel flatware sold in New England A & P supermarkets. Each week a different assortment of the packaged flatware, made by the Imperial Knife Co., is offered in a floor display stand, encouraging the shopper to accumulate a full table service in 10 weekly purchases.

The formed trays, contoured to the shapes of the individual pieces, provide safe storage compartments for each item. The trays are formed of light blue, high-impact, thin-gauge polystyrene sheet. The folding paperboard box is printed in light and dark blue.

Credits: Tray designed and vacuum formed by Utility Printing Co., 49 E. 21 St., New York 10, using a VacForm vacuum-forming machine by Vacuum Forming Corp., 76 S. Bayles Ave., Port Washington, N. Y., and aluminum molds by Quality Tools Corp., 108 Nassau Rd., Roosevelt, Long Island, N. Y. Dow styrene sheet supplied by Gilman Bros. Co., Gilman, Conn. Folding box by Hub Folding Box Co., 16 Binford St., Boston, Mass.

DESIGN HISTORIES

Set-up gift box with new display features



The Gillette Safety Razor Co.'s five-week 1956 Christmas TV-radio advertising campaign gave heavy plugs to a new combination gift set of a Gillette Super-Speed Razor and Gillette Foamy shaving cream in a handsome red-and-gold set-up gift box.

The box has several special construction features. The telescoping cover has a paperboard insert so that it may be used as a slanted stand under the box base for angled display of contents. A double platform for the merchandise adds extra strength to the package. The platform design permits an almost full-relief view of the shaving-cream can and razor assembly. The black "billboard" panel at the rear of the base is actually an extension of the fourth side wall of the box, providing ample space for trademark and productname identification. The printed price tab is removable.

The set-up boxes are delivered by the supplier to the manufacturer ready to be filled, enabling swift assembly.

Credit: Set-up bex designed and produced by Dennison Mfg. Co., Paper Box Div., Framingham, Mass.

Space-saving bulb pack

General Electric Co. estimates that its new folding-carton packages for small automotive lamps occupy about 30% less space than other comparable packs. Size comparison is apparent in the accompanying illustration which shows old and new packs. The ruler graphically defines the smaller dimension of the new container.

Each package holds one layer of 10 bulbs, each held securely in the die-cut and scored partitions. The contents are readily visible at the top, where a cut-out window exposes each one. The bulbs are easy to get to, since there are no flaps to remove and no lids to flip open. Because the light-weight cartons are flat, they stack easily without tumbling. Lamp sizes are shown on both ends of "Space-Saver" packs for quick identification in storage. Inventory, too, is simplified, since each lamp can be seen immediately and counted without the inconvenience of opening boxes or removing partitions. The pack is neater in the stockroom, because there are no tuck-ins or folds to become dog-eared.

Credit: Carton by Holyoke Die Cut Card Co., Holyoke, Mass.



DESIGN HISTORIES

Polyethylene squeeze tube enters food field

Significant of the coming food applications for the polyethylene squeeze tube is Swift & Co.'s new package for Cheez Presto. The cheese, specially formulated for the new package and for storage without refrigeration, is designed for convenient direct application. By gently squeezing the pliable side walls of the tube, ribbon-like strips of the soft cheese may be placed as desired on baked potatoes, green vegetables, scrambled eggs, hamburgers or snacks. This direct application does away with knives or spreaders.

The polyethylene tube is printed in two colors, front and back, designating each of three flavors—mild, sharp Cheddar and Bluelle of Cheez Presto—in its own distinctive combination of colors. A flat cap, large enough to be price stamped, covers the opening and seals the container, which has an 8-oz. capacity.

Cheez Presto polyethylene squeeze tubes, packed 12 to a combination display shipper, are sold nationally.

Credit: Polyethylene squeeze tube by Bradley Container Corp., Maynard, Mass.





Greetings



Completely visible in new cellophane wraps, the cards are easy to identify. Old package (above) had to be filled by hand, did not reveal contents, was heavier and bulkier.

Impressive savings through cellophane bundling of the greeting cards it manufactures have been realized by the Buzza-Cardozo Co., Los Angeles, with the additional advantages of transparent packaging and speedier filling of orders.

Buzza-Cardozo reports a 30% reduction in overall packaging production costs since its recent switch to mechanical cellophane wrapping from the previous hand operation of stuffing the multiple units of greeting cards into paper envelopes.

A breakdown of the economies, according to the company, shows labor costs down about 20% and material costs reduced by 65%. The rolls of cellophane take less than half the warehouse storage space required for previous packaging materials and, due to compactness and light weight of the finished bundled packages, the company reports a 1/3 reduction in cost of shipping containers.

By conveyor counted cards and matching envelopes are carried in proper group quantities to the automatic cellophane wrapping machine.



by the bundle

A West Coast card manufacturer reduces over-all packaging costs 30% with mechanical cellophane wrapping and at the same time gains more efficient handling through transparency

And an official of Buzza-Cardozo estimates that the company will pay off its investment in the machinery that was required in considerably less than one year.

The resulting transparent packages, the company believes, are not only attractive, but greatly facilitate stock keeping and inventory, due to visibility of contents. Another convenience is a back seam left unsealed for insertion of a stock-control ticket to show date, quantity and style number. These stock tickets shuttle between Buzza-Cardozo and retail outlets for re-ordering purposes.

Delivered to the production line in corrugated containers, the cards with their matching envelopes are counted and placed on a conveyor which carries them in the proper group quantities to the cellophane wrapping machine. Finished cellophane-bundled packages are placed in corrugated cartons ready for shipment or for delivery to storage stock bins where the cellophane-wrapped units facilitate sorting the packages to fill customers' orders.

With only seven roll widths of cellophane, Buzza-Cardozo is able to wrap 30 different sizes.

Credits: Cellophane by Film Div. of Olin Mathieson Chemical Corp., 655 Madison Ave., New York 21. Wrapping machine by Hayssen Mfg. Co., 1035 St. Clair Ave., Sheboygan, Wis.



Sorters' work in filling orders is made easier by neatly bundled units of pre-counted quantities with contents clearly visible in stock bins.

Wrapping machine performs cellophane bundling operation. Seven roll widths of cellophane wrap 30 different sizes.





Octagonal box can be set up by stapling in 1½ minutes. Shape protects soft lead section of gasket, which would be ruined if pushed out of round. Octagonal center pad, on table, gives package rigidity.



To close, die-cut cap identical to bottom end section is inserted and stapled. Three-inch recess on caps absorbs shock. Container wall is two thicknesses of corrugated board.

Corrugated cost-cutter

Garlock slashes its packaging bill more than half by switching from wood to specially designed octagonal containers to ship lead-tipped rubber gaskets to pipeline builders

flective and economical application of corrugated containers to products which previously had been thought to require nothing less than a custom-made wooden box continues to be one of the outstanding trends in the industrial field.

The Garlock Packing Co., Palmyra, N. Y., has calculated that during the first year of packing and shipping its lead-tipped rubber gaskets in newly designed octagonal corrugated boxes, it has saved the labor of 2.6 persons. It has reduced the cost of the package itself from \$4.65 for the smallest-sized wooden box that held 50 gaskets to \$2.06 for two corrugated boxes which hold 25 gaskets each.

The lead-tipped rubber gaskets are used in making water- and gas-tight connections between sections of pipe in the thousands of miles of water and gas pipelines which criss-cross this country and Canada.

The rigidity and octagonal shape of the shipping box for these gaskets is all-important. If the gaskets arrive at the construction site out of round, the lead tip will be distorted. The gaskets are made in eight sizes, ranging in diameter from 8 to 24 in., and there is now an octagonal corrugated box for each size.

Design of the octagonal corrugated box features double-wall construction for rigidity and end caps that are recessed 3 in. to absorb the shock which occurs when the filled boxes are thrown on open flat cars which transport the pipe and gaskets to where they will be used. The impact of being thrown on or off these cars sometimes distorted the shape of the gaskets even when they were protected by a wooden box. To assure complete rigidity of the cor-



Powered hand stapler makes quick work of setting up and closing. New system saves labor of 2.6 persons. Packaging rate is now 375 gaskets per hour, against 100 in previous wooden cases.

rugated box, an octagonal corrugated pad is inserted midway in the box during the loading operation.

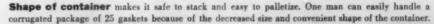
In spite of the wide ranges of temperature and weather from America's Southwest to the Canadian North, "there has not been one complaint on the corrugated box," according to Garlock's packaging coordinator, Carl Russell, who supervised the development of the box.

In addition to providing more than adequate protection for the gaskets, the new boxes are much lighter in weight than their wooden predecessors. Decreased size and convenient shape allow easy handling by one man.

The octagonal box also provides considerable saving in set-up time and packing. One wooden case for 50 gaskets took 12 minutes to build. Two corrugated boxes, each holding 25 gaskets, are set up and stapled in three minutes. Packing the gaskets in corrugated proceeds at the rate of 375 per hour. The rate for packing in the wooden case was only 100 per hour.

The total savings on packaging material and labor since the adoption of the various-sized corrugated boxes one year ago are calculated by the Garlock company at \$13,500, of which \$9,400 is attributed to reduced labor costs.

Credit: Corrugated containers by Hinde & Dauch, Sandusky, Ohio.







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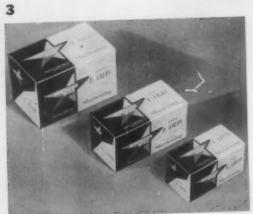
Packaging .

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- Ready-cooked, hickory-smoked barbecued chicken and barbecued spareribs may be frozen, stored and reheated in the multipurpose aluminum foil, acetate and polyethylene pouch adopted by Time Saver Drive-In Stores in the New Orleans district. Pouches, Shellmar-Betner Div. of Continental Can Co., Inc., New York, using Aluminum Co. of America foil.
- 2 Lohrey Packing Co. boosts sales of its long, slim Lankfurter-Franks by packaging units of 10 with a colorful, wax-coated, backer-board label and protective cellophane wrap. Cellophane, American Viscose Corp., Philadelphia. Board label, Paper Products Co., Cincinnati, Ohio.
- 3 Clean-cut, quality appearance is given to Southern Star Brand Lard in four-color-printed, wax-coated, glossy-finish, tuck-top cartons in 1-, 2- and 4-lb. sizes. The packages make an eye-catching display on retail shelves. Cartons, Sutherland Paper Co., Kalamazoo, Mich.
- 4 Honeycomb motif of a four-color-printed and die-cut label introduced by The Honey Co. suggests an unusual new concept in label design. Package has been a sell-out in introductory markets. Design J. Chris Smith Design Associates, Los Angeles.
- 5 Gift sets of Sierra barbecue tools in wood-grain paper-covered set-up boxes not only have sold very well themselves, but have helped increase open-stock business 100% for The Wire Specialties Co., a subsidiary of Keystone Steel Co. Set-up boxes, San Jose Paper Box Co., Santa Clara, Calif.
- Growing acceptance of cast vinyl film for skin packaging is indicated by new packaging for The A. C. Gilbert Co.'s wire puzzle set, each piece clearly visible and held securely within the clear, tough film against a printed paperboard backing. Krene cast vinyl film, Bakelite Co., a Div. of Union Carbide & Carbon Corp., New York.
- 7 To package its high-quality "Yankee Maid" maple spread at a moderate retail price, Vermont Maple Orchards, Inc., selected round, heavy-waxed paper containers printed in three colors. Containers, Sealright Co., Inc., Fulton, N. Y.
- 8 Metal-edge boxes have virtually eliminated shipping damage due to split corners of former containers used for heavy BJ Red Top Tong Dies made by Byron Jackson Tools, Inc., a Borg-Warner subsidiary. Boxes, National Metal Edge Box Co., Philadelphia.
- 9 Pennex Products Co. offers a new package convenience to 50,000,000 calorie-conscious Americans—handy rotogravureprinted cellophane packets, each containing two ¼-grain saccharin tablets, with tear notch at each end. Packets are boxed in units of 100. Packets, Milprint, Inc., Milwaukee.
- A relatively heavy pouch of paper laminated to foil, which is polyethylene coated inside, is required for efficient protection of two new Pillsbury frosting mixes. The pouch top is heat sealed, while back seam and bottom are sealed with adhesive. This set-up reportedly permits packages to run at

















high speeds. Pouch material, Riegel Paper Corp., New York. Pouch-forming machine, Pneumatic Scale Corp., Ltd., North Quincy, Mass., Carton, Ace Carton Co., Chicago.

- 11 A special interior coating has been developed for squeeze-touse polyethylene tubes for E. R. Squibb & Sons Brushless Shaving Cream. Printed tube retains product identity until empty and reportedly eliminates messy overflow. Tubes and caps, Bradley Container Corp., Maynard, Mass.
- 12 A redesigned cellophane bag for "Ocean Spray" cranberries by the National Cranberry Assn. is printed in white and blue. The red berries show through the transparent areas. Package, Lassiter Corp., New York.
- 13 A hexagonal corrugated shipper-dispenser provides several panels for Rocky Point Cord Co. to illustrate the many uses of the cord. A circular perforation is easily removed for dispensing the cord. Container, Robert Gair Div., Continental Can Co., New York.
- 14 Hickory Hill Pork Sausage Patties are convenient to use in a cylindrical metal-end fibre can, featuring a draw string for zip opening and foil lining, adopted by St. Louis Independent Packing Co. Can, Sefton Fibre Can Co., St. Louis, Mo. Foil label, Reynolds Metals Co., Louisville, Ky.
- 15 Unpacking of mattresses is simplified by a tearing strip around a corrugated container Capital Bedding Co. has adopted for its Serta line. The tear strip permits removal of half the carton at a time. Container, Stone Container Corp., Eastern Div., Philadelphia.
- A dual-purpose corrugated display shipper for casting reels made by Bronson Reel Co., a division of Higbee Mfg. Co., not only gets six reels on the counter where the customer sees them, but represents a package cost saving over individual boxing. Container, Hinde & Dauch, Sandusky, Ohio.
- 17 A twin pack of two individually cellophane-wrapped packages, each containing four Cheese Peanut Butter Sandwiches, is offered by Austin Packing Co. for use in automatic vending machines. Outer wrap has convenient tear strip. Wraps, Cellu-Craft Products Corp., New Hyde Park, N.Y. Zip-Tape, Dobeckmun Co., Cleveland, Ohio.
- 18 Octagonal tray for Dressel's Bakeries line of whipped-cream cakes is mechanically formed, then filled and inserted into cartons on a random-feed machine. Kliklok trays and cartons, Marathon Corp., Menasha, Wis.
- 19 Consumer preference for king sizes is reflected in giant 48-oz. private-mold decanter introduced for Mary Sherman Perfumed Bubbling Bath Oil. Bottle and urea closure, Owens-Illinois Glass Co., Toledo. Foil label, St. Louis Sticker Co., St. Louis, Mo. Box, Arteraft Paper Box Co., St. Louis.
- 20 A novel use of the key-opening coffee can is Hickory-Lite Corp.'s package for a powdered instant fire starter. Can has double-beaded strip so that key cannot run off track. Can, American Can Co., New York.



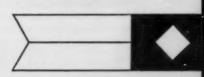


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19

BUBBLING BATH OIL





NEW



What can be done with design as restricted as the end label on ream wrap of bond paper is illustrated here. Cluttered old label with picture of mill required six to eight separate stampings for product information. New label—with bright, legible typography—is imprinted on company's own bond paper.

A trademark takes wings

Whiting-Plover Paper Co. proves that a stylized identity has its place of value in industrial as well as in consumer packaging; its ream wraps, cartons and labels now reflect a modern spirit

Several years ago Whiting-Plover Paper Co. of Stevens Point, Wis., looked critically at its company identification.

The company, a manufacturer of bond paper marketed by distributor salesmen to printer customers, faced a problem common to the industry: "How could ream wraps and cartons be more efficiently and attractively labeled?"

Formerly, Whiting Plover used the same label a photograph of its mill—to identify all brands of paper. The design lacked a "modern feel." Product information, crudely hand stamped on the label, was difficult to read at more than close range and tended to become smudged in shipping.

When Whiting-Plover adopted a modernized company trademark, new and more efficient labeling was a logical outgrowth of the program. The firm had gone to its advertising agency for a new trademark design and the agency art staff had presented one inspired by a bird formerly native to the area—and embodied in the corporate name 64 years ago—the golden plover.

The design was chosen for its sleek appearance and the symbolism of a bird soaring in flight. Here was the opportunity to adapt a stylized trademark design to industrial labeling as well as to all company letterheads and business forms.

In effecting the change-over to new labels, Whiting-Plover gave a boost to the appearance of its packaging and also cut shipping-room costs.

When Whiting-Plover executives discussed adoption of the new label design, they questioned continuing to imprint product information on gummed labels. In the past, gummed labels had tended to "yellow" and imprinting lacked "sharpness" on gummed stock. In addition, on days of high humidity, shipping was delayed because labels could not be applied evenly.

"Instead of going outside the plant for labels," said President Thomas Leech, "we decided to use our own product and demonstrate the effectiveness of clear, sharp printing on bond paper. It was another chance to show our product to advantage."

This procedure was adopted. Whiting-Plover identifies ream wraps and cartons with its own imprinted bond-paper labels. A gluing machine affixes labels to ream wraps at any time, even under adverse humidity conditions.

The former label which identified all brands of paper—a photograph of the mill—was replaced by four colored labels, one for each brand of paper and rag content. This gives each product strong identification (strong white block letters, 11/16 in. high, tell brand name and stand out against colored backgrounds): "Plover Bond"—red—25% rag content; "Artesian Bond"—blue—50% rag content; "Cold Spring"—green—75% rag content;

and the "Parchment"-brown-100% rag content.

As an extension of each label, all information Whiting-Plover distributor warehousemen need (finish, weight, quantity and size of paper) is imprinted clearly in black against plain white.

Whiting-Plover realized its former plain deepblue ream wraps contrasted distastefully with new strong-color product labels. A light-gray ream wrap was selected, with the plover in deep gray winging across it. Against these "neutrals," brand labels harmonize compatibly and product information is immediately dominant.

The company finds its new industrial identification has paid off in several ways. Among the trade, reaction to the stylized trademark design has been favorable. Labeling gives distributor warehousemen and printers all product information they need at a glance.

In addition, Whiting-Plover has reaped savings in labor and materials costs. By imprinting labels the company has eliminated up to eight stampings on each ream wrap and additional stampings on shipping cartons.

Capitalizing on the success of its new industrial trademark and labeling, the company is considering the redesign of its consumer packages so the golden plover will identify them as part of the Whiting-Plover family.

It's the exception that proves the rule, Basic requisites of stylized appearance and product information—usually proved first in the consumer field—are, in the case of Whiting-Plover, being adapted from industrial to consumer packaging.



Trademarked wrap is shown here being applied to a ream lot of bond paper. The golden plover trademark design was a natural play on the Whiting-Plover name.

Gluing machine climinates the use of gummed labels, which have tended to yellow. With this simple equipment and labels of company's own bond paper, gluing may be done even on days of high humidity.



Striking appearance of Swedish pitcher used as a holiday decanter for Partners Choice whiskey was matched only by difficulty of labeling. Handle precluded machine operation; concave shape complicated fit. Solution was in die alitting gummed label for "plumed" effect and to make rapid hand application easy.

Solution of a

The graceful flowing lines of the Swedish pitcher design used for National Distillers' Bellows Partners Choice holiday decanter appealed to the buying public to such an extent that the company found it necessary, long before the holidays, to double its order for decanters. But this sales success was achieved only after the solution of a very unusual labeling problem.

The very elements that make the decanter an eye catcher—modern Swedish lines, thumb-print base indentations and a graceful handle—precluded any large unbroken area to which a label could be conveniently affixed.

To show off the decanter itself to best advantage, it was decided to restrict labeling to a single laminated and embossed foil label which would be placed as close as possible to the top of the decanter, running around the neck and actually through the handle opening.

It soon became apparent that there was no labeling machine that could handle this job. That National Distillers elected to set up a hand line for a run of this size (approximately 800,000 of the decanter packages have been produced) is testimony to the lengths distillers will go these days to achieve distinction in a package.

Special design of the label greatly facilitated its application. It is made in one piece, although when in place on the bottle it gives the effect of a neck band plus oval medallions bearing the brand name, "Partners Choice," on each side of the bottle. It has a gummed backing so that manual workers need only moisten and apply it, without glue. But the most unusual, and most practical, feature is a feathered die cutting, running through the gold decorative sections both above and below the center black-and-gold band, so that these edges may spread slightly when applied and snugly fit the concave contours of the bottle neck. The slit plumes, which give a distinctive and attractive appearance on the bottle, also help to avoid the wrinkling and "bubbling" of labels applied rapidly by hand.

labeling problem

Die-cut "plumes" on Bellows' embossed foil neck label give smooth fit on curved pitcher decanter, make hand operation practical where a machine wouldn't work

Placing the label at the very top of the decanter has another practical advantage in that it conceals the exact fill level. Due to slightly varying inside dimensions in decanters, the fill level may vary somewhat although the fill is uniform. Shoppers, not knowing this, may reject a decanter which to the eye does not appear completely filled.

The hand-labeling operation, although strange to see in a modern bottling plant that is otherwise completely mechanized, is efficiently organized. Output is maintained at the rate of 30 bottles per minute and the cost of the hand labor, for a relatively limited promotion such as this, was found to be much less than that of devising and building a very special machine.

After having been filled and corked, bottles are

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moved down the line by conveyor while girls seated on both sides moisten and apply the label. The wrap-around band is started and completed with an overlap under the handle and the slit plumes are smoothed against the decanter neck so that wrinklefree application on both vertical and horizontal curves is effected.

Application of the strip star:p, which is "wrapped" around the juncture of the glass stopper and the bottle mouth, also must be done by hand. Each decanter, protected by a corrugated sleeve as well as corrugated pads at top and bottom, is inserted in a folding carton.

Credits: Special foil labels by Cameo Die & Label Co., 154 W. 14 St., New York 11. Decanters by Owens-Illinois Glass Co., P.O. Box 1035, Toledo 1, Ohio.

Die-slit 'plumes' permit label to spread around bottle and fit the contour snugly. Although it is made in one piece, the label when glued in place gives the effect of three—a neck band, plus two oval medallions bearing brand name on each side of the bottle. The glue lap is neatly positioned just under the graceful handle of the decenter.





Three-shelf Coty display

A compact three-shelf display which groups 10 best-selling beauty preparations has been designed for Coty, Inc. Focal point of the display is a backboard message emphasizing a special price offer. Decoration is in diffused tones of pink and rose.

Step construction allows for optimum presentation of each cosmetic container's design and permits ample display space for each of the 10 different products plus a separate panel of copy describing each item in detail.

The back panel features a sophisticated line drawing and the message, "Coty best selling beauty preparations. Save 20 to 50%." The copy describing the 10 individual preparations, together with an illustration of each, is contained on an inclined panel which makes up the right side of the display. The three steps are cut in extended curves to assure a graceful random arrangement of the 10 different products in their price-tagged jars and bottles.

Gredit: Consolidated Lithographing Corp., Carle Place, Long Island, N. Y.

Display Gallery



Display shipper that sells

How the corrugated display-shipper is being used more and more effectively to promote product uses at the point of sale is illustrated by the printing on a case for dozen lots of Ty-D-bol, a toilet-bowl detergent and room freshener which cleans automatically because of the upside-down hanging feature of the bottle. An indentation molded in the bottom of the bottle holds a metal arm that enables it to be hung bottom-up for product release. The detergent, a product of Tidy Chemical Co. of Sunnyvale, Calif., is dispensed from the bottle as it is suspended in the tank. An automatic dispenser in the bottle neck meters out an exact amount of the product each time the tank refills.

The display container carries selling data, a diagram of the upside-down bottle in place and the message, "Flushing does it," to point up the automatic dispensing feature of the product. Ty-D-bol is distributed through supermarkets and chain stores in the Pacific Coast and Rocky Mountain areas.

Credit: Bottle designed and manufactured by Hazel-Atlas Glass Div., Continental Can Co., 100 E. 42 St., New York.

Triangular ladder stand

An unusual stand, triangular in shape so that it can display a maximum number of ladders while taking up a minimum of floor space, has been developed of corrugated board by Goshen Mfg. Co. to promote its ladder line.

One ladder is suspended on each side, providing for the display of three different styles in 4-ft. heights The compact display may be strategically placed in retail stores selling to the do-it-yourself trade.

The display stand is brilliantly decorated with inverted-V stripes in two complementary shades of blue. Corrugated bands, printed in solid orange, circle the stand at top and bottom for added rigidity.

The selling message is simple, consisting merely of the legend, "Blue Ribbon ladders," and a reproduction of an award ribbon. Small braces at the base of each triangle side support the ladders in an upright storage position clear of the floor.

Credit: Display stand by Gaylord Container Corp., Div. of Crown Zellerbach Corp., 111 N. Fourth St., St. Louis, Mo.



Display Gallery

Flying wine bottle accents shelf display

A tall, graceful Rhine wine bottle which appears to be suspended horizontally in air in front of the shelf and two colorful shelf strips which frame 13 types of still wines are the components of this distinctive new shelf display created for the Taylor Wine Co.

The long, thin Rhine wine bottle is supported by a wire rack which is fastened to the shelf edge with screw brackets designed to fit any shelf thickness. The rack holds the bottle out far enough to give the impression of its being suspended in air (about 4 in.), but close enough to the shelf so that it will not interfere with aisle traffic.

The lithographed shelf strips which complete the shelf display serve to tie in the entire Taylor line. When a customer comes in for one kind of wine, he instantly sees the many types available in the Taylor family. The strips carry the motto: "A Taylor wine for every taste."

Credits: Lithographed shelf strips by New York Gravure Corp., 305 E. 45 St., New York. Fire rack manufactured by General Display Case Co., Inc., 63 Green St., New York.



OWENS-ILLINOIS ASSURES YOU A



Co-ordinated Research

Pure research into formulae and fabrication of glass, packaging research into processing and handling methods in customer plants, and market research into consumer attitudes, add up to greater specific value for your packaging dollar.



Engineered Design

The package that takes your product to market must take *three* needs into account. Considerations of its function in the retail store, its operating efficiency and its consumer utility all become a part of the prescription for an Owens-Illinois package.



The Right Container

Facilities at Owens-Illinois are versatile. Talents are varied and many. So you can count on obtaining a container exactly suited to your needs—one that blends salesmaking beauty, product protection and utility in the proportions required to attract customers.

Air Freshener or Disinfectant-





COMPLETE PACKAGING APPROACH



The Right Closure

Know-how as to the best available liner and closure—best for packing, displaying, or using a specific product—may well be one of the most important single points through which expert packaging counsel will reward you many times over.



Needed Fitments

With emphasis on the word "needed," Owens-Illinois specialists are keenly aware of sales benefits possible through use of plastic shaker and pour-out fitments which are not "gadgets" but which increase consumer satisfaction with your product.



Merchandising Cartons

Modern cartons are developed only through systematic consideration of their opportunity to serve you in the retail store and retail warehouse as well as on your own filling line and in transit. Owens-Illinois is pioneering such developments.

help yourself to sales...



with an Owens-Illinois package that <u>sells</u> through convenience in use

IMPULSE BUYING plus product recognition is largely responsible for the record increase in store sales.

Marketing your product in a welldesigned and engineered glass container puts your merchandisc up front in the sales parade.

Glass can be designed and molded into a salespackage to catch the customer's eye in advertising campaigns as well as in the store where sales are made. Glass also is an efficient salesman when it comes to convenience and product protection. The quality of the contents is maintained throughout many openings and closings. The housewife can readily see how much she has left.

Skilled packaging designers at Owens-Illinois will gladly help you create a salesmaking label and closure combination for your product. There are hundreds of different sizes, styles and shapes of stock-model bottles from which you can choose.

DURAGLAS CONTAINERS
AN (1) PRODUCT

OWENS-ILLINOIS

GENERAL OFFICES - TOLEDO 1, OHIO



Thermoformed blisters hold polyethylene squeeze tubes of Johnson & Johnson's First Aid Cream, mounted on colorful display cards that hang on wire rack for self selection. Packaging provides ample display area and discourages pilferage because of balk.

Tubes

Two factors are rapidly focusing attention on better methods of handling and displaying flexibletube packages:

 The increasing need to show off the tube itself in open display for self selection, which type of selling, of course, invites handling by the shopper.

(2) The growing acceptance of the polyethylene squeeze tube, which does not dent and therefore does not require the protection of an outer carton, but does need some sort of card or display to convey more selling copy than can be placed on the tube alone.

The tube's great selling point, of course, is convenience, and users of both metal and plastic tubes are now beginning to realize that the impact of this appeal is lost on the impulse shopper if the tube is concealed in a carton. Ingenious new constructions, including die-cut paperboard display folders, thermoformed blister packs and new types of wire display racks are stimulating what appears to be a trend in this realm of packaging.

The blister or bubble pack is one of the more interesting ideas. To aid dealers in increasing turnover of its First Aid Cream, Johnson & Johnson introduced a new smaller size of this product in a 7/8-oz, polyethylene squeeze tube enclosed in a thermoformed transparent acetate bubble mounted on a 5-by-5-in, display card. The cards are prepacked on a self-feeding wire rack in quantities of one dozen per rack, suitable for placing on counter tops or to be clipped over the edge of display shelves. Johnson & Johnson's Package Engineering Division conducted considerable research on price-channel

Tube displays designed for three Cutex markets



For syndicate stores—a die-cut, scored and slotted card holds an individual polyethylene squeeze tube.



For grocery stores—paperboard collar permits hanging plastic tubes on pegboard or wire spindles.



For drug stores—counter display carton holds plastic tubes vertically upright in slotted base.



Counter display for two metal collapsible tubes of Tri-Bond Tile Grout is achieved by use of a scored, die-cut and slotted paperboard unit of folding construction on which dealer may mount tubes and applicators in full view of customer, next to printed, illustrated directions for application. Printed design simulates tile surface.

Partitions in carton protect metal collapsible tubes of Black & Decker Lubricant.



come into the open

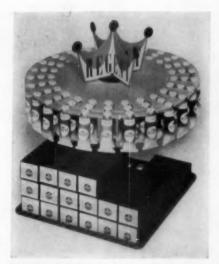
Growing acceptance of plastic tubes without outer cartons is forcing a new approach to the presentation of all types of collapsible tubes

sizes to provide a unit that clips snugly to grocery shelves without protruding into the aisle.

The colorfully printed cards carry price and a sales message: "New cream antiseptic speeds healing, relieves pain, won't sting—for minor cuts, burns, scratches." A cartoon illustration of two children emphasizes the product's appeal as a painless antiseptic. The back of the card carries full directions for use. The cards give full display to the tube package and provide a unit big enough to discourage pilferage.

Variations in display techniques according to market have been developed by Northam Warren Corp., Stamford, Conn., for its Cutex Hand Cream packaged in polyethylene tubes which have the new interior coating designed to retain fragrance and other volatile components. For syndicate stores, an individual tube is mounted horizontally in a diecut and scored card that stands up for display and provides ample space for printing promotional copy and price.

For the grocery-store trade, each of the tubes is equipped with a paperboard collar, die cut to fit around the neck of the tube and to hang on a pegboard or spindle. Promotional copy and price are



Rotating wheel displays 26 metal tubes of Regent Artists Oil Colors. Tubes are hung by caps in the slots. Strong color design on tubes makes wheel a self-service, color-selection unit.



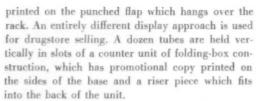
Nested shippers used by manufacturers for sending metal collapsible tubes to users can be designed for re-use as counter display cartons. Such a carton for OK Model Airplane Cement illustrates how empties are packed and how filled tubes are put back in carton for self selection.



Wrap-around of paperboard protects individual metal tubes of Master-Mixed Caulking Compound, yet leaves sides open so that tube may be seen.



Price offer of two polyethylene squeeze tubes of Peggy Sage Hand Cream is promoted by affixing two tubes to die-cut display card.



A special-price offer of two extruded polyethylene tubes of Peggy Sage Hand Cream is given display prominence by mounting two of the tubes horizontally in a slotted, die-cut and scored counter card which stands up by itself when the tubes are in place within the slots. The upright section of the card calls attention to the "travel-wise plastic tubes" and offers "one for the boudoir" and "one for the kitchen" both for the price of only 39 cents ("regular \$1.20 value").

Indication of similar counter presentation techniques that are being adopted for metal collapsible tubes today are seen in a number of examples currently on the market.

Collapsible metal applicator tubes of Barge Cement were among the first to use the blister-on-acard technique. In this case, a thermoformed acetate blister is mounted on a display card which is punched to hang on wire racks.*



Formed acetate container with paperboard ends gives full visibility to a metal tube containing travel soap with luxury appeal as a bon voyage gift.

Metal tubes of Tri-Bond Tile Grout are shipped with a specially designed paperboard display piece for counter set-up to hold two tubes. Printed to resemble square tiling, the folding unit is die cut in such a manner that two tubes may be positioned vertically for easeled display by means of two slots that form collars to hold them in place. Between the two tubes are printed step-by-step directions with illustrations for applying the grout between the squares of a tiled surface by using the special applicator tip supplied with the tube. Other slots hold the applicators for display.

A counter display [Continued on page 171]

Credits: All polyethylene squeeze tubes illustrated by Bradley Container Corp., Thompson St., Maynard, Mass. Metal collapsible tubes illustrated by A. H. Wirz, Inc., Fourth and Reed Sts., Chester, Pa., except tubes for Regent Artists Oil Colors, which are by Sun Tube Corp., Hillside, N. J. Johnson & Johnson First Aid Cream-Thermoformed section by Shaw-Randall Co., Inc., 39 Sabin St., Pawtucket, R. I., using Celanese acetate. Display cards and assembly by Sample-Durick Co., Inc., P.O. Box 207, Chicopee, Mass. Wire racks by Richard A. Klein, Inc., Norwood, Mass. Artwork by Cummins Associates, Inc., 211 Livingston St., New Brunswick, N. J. Cutex Hand Cream-Cards and paperboard collars by Manufacturers Box Co., 305 Railroad Ave., Bridgeport 4, Conn. Counter display carton by Sample-Durick Co., Inc. Black & Decker Lubricant-Display carton by Lockwood Folding Box Co., 251-253 S. Third St., Philadelphia 6. Master-Mixed Caulking Compound-Paperboard wrap-around by Alton Box Makers, Inc., Pacific, Mo. OK Model Airplane Cement -Display carton by Burd & Fletcher, 321 W. Seventh St., Kansas City 5, Mo. Travel Soap-Transparent acetate container by Paper Package Co., 1036 N. Capitol Ave., Indianapolis. Peggy Sage Hand Cream-Display cards by Manufacturers Box Co. Tri-Bond Tile Grout-Display units by Comly Gillam Carton Corp., "G" and Lycoming St., Philadelphia. Regent Artists Oil Colors-Tube design by Smith and Tepper Design Associates, 737 Beach St., San Francisco 9. Display wheel by Creative Plastics Co., Sausalito, Calif.

^{*} See "Tube in a Blister," Modern Packaging, Oct., 1956, p. 148.

another prestige product packaged by BURT



Folding carton manufactured for Revion, Inc., New York

F. N. Burt Company, Inc. Manufacturers of Small Set-up Boxes. Folding Cartons and Transparent Containers. 500-540 Seneca Street. Buffalo, 4, N. Y. Offices in Principal Cities or Write Direct, Canadian Div.: Dominion Paper Box Co. Ltd., 469-483 King St. W., Terento, Canadia

Pin-pointed roll labels

Fully automatic dry system has electric eye controlled by a tiny perforation, gives 120-per-minute speed with safe, sure coding at Smith, Kline & French



Tiny pinhole in thermopiastic roll labels triggers electric eye which activates printer-cutter on labeling machine. The cut-off knife neatly bisects each hole and, depending upon the spacing of holes, the labels can be large or small.



The first fully automatic roll-labeling machine in the drug field is now operating in two bottle-filling lines at Smith, Kline & French Laboratories, Philadelphia. With roll labeling's advantages of safe, sure label verification and batch numbering, it combines the neatness of thermoplastic application and the accuracy of electric-eye control of label coding and cut-off.

The electric eye is triggered by a pinhole between each two labels; it enables label registration accuracy within ½4 in. and it has increased speed to 120 applications per minute. The "dry" roll-labeling machine does the work formerly requiring two semi-automatic labelers and has eliminated an operator in each line.

Use of this machine enables the firm to reap the full benefits of roll labeling, a distinct trend in drug packaging in the last four years, as well as to achieve automatic packaging of both tablet and liquid drugs from the moment the empty bottles are placed on the unscrambler until the filled and labeled bottles are placed in automatically sealed and printed shipping cases.

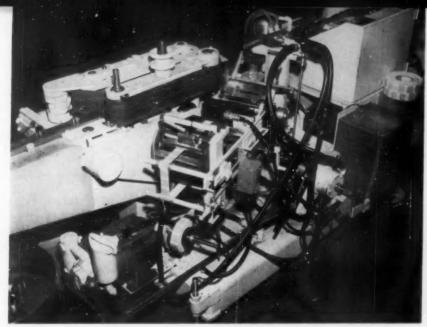
Roll labeling eliminates many of the problems which accompany the use of stacked labels: handling, label separation, curling, hopper indexing and hopper adjustment to compensate for label-cutting variations. More important, from the drug manufacturer's standpoint, it does away with any possibility of label mix-up. All 5,000 labels on a roll are identical. When a product run is changed, the roll of labels must also be changed. The roll feed as used by Smith, Kline & French also enables 200% longer runs between label replenishments.

Change-overs are fast, requiring only a simple adjustment of the electric eye to correspond with the desired label repeat. The only change part that may be required is the bottle-feed screw that spaces bottles entering the labeling cycle.

The inconspicuous hole which is the key to the operation is punched at the top of each label when it is printed. Two pinholes are halved by the cutter so that each label ends up with a semi-circular nick at both top and bottom. The two holes indicate the height of the label—for instance a pinhole every 3 in. on a roll would provide a 3-in.-high label. They avoid defacing cutouts for pinwheels and appearance-marring printing register marks normally associated with roll-feed labeling.

For trouble-free operation it is necessary that each pinhole be accurately spaced and that it be clean so that the electric-eye beam is able to penetrate it. The only preparation and handling the labels undergo upon arrival at the plant is weigh-

^{*} See "Saler Drug Labeling," MODERN PACKAGING, March, 1953, p. 107.



Roll feed (center) is attachment to conventional automatic thermoplastic labeling machine. Note label supply from roll below. Small black box on top is the electric eye which controls the label cut-off and code imprinting to within $\frac{1}{4}$ inch. Vacuum arm transfers the label to the heating drum which applies it to the bottle.

ing for inventory purposes and spot checking to assure correct position and clarity of the holes at the beginning of the roll.

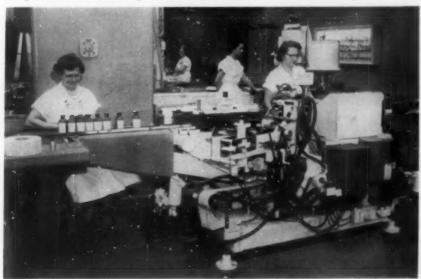
Use of a thermoplastic adhesive on the label assures a clean, attractive package: a label unmarked by smears, stains and blisters. Elimination of down time for glue preparation, servicing and clean-up provides more production time per day and Smith, Kline & French is now applying 80% of its commercial labels in this manner.

On the capsule and tablet line at Smith, Kline

& French, speed is maintained at 120 bottles per min., a speed which formerly required one semi-automatic labeler running at 80 per min. and another at 40. And this fast pace is frequently sustained throughout three consecutive shifts. The liquid line fills 80-84 bottles per min., depending upon the degree of viscosity of the various drug preparations, but here two semi-automatic labelers have also been eliminated.

The procedure for handling bottles containing 100 capsules or tablets (or less) is essentially the

Over-all view of roll-labeling machine in operation on Smith, Kline & French liquidfilling line. Line moves from right to left. Similar machine is used on tablet-filling line.



same as that on the liquid-filling line, but is of greater interest here because it is run at higher speeds and incorporates operations developed through trial and error by Smith, Kline & French engineers. (Bottles containing more than 100 tablets or capsules are handled by a semi-automatic labeler since a plus-100 filling slows down the whole operation.)

Here's the step-by-step packaging procedure for one dry drug, in this case Smith, Kline & French's Compazine Tablets:

The 7-dram bottles are removed from the shipper and placed on a turntable unscrambler. They are then conveyed through a twister which turns the bottles upside down for air cleaning (one of the firm's innovations borrowed from the canning industry). The bottles then pass under a giant sorting wheel (built at Smith, Kline & French) which sorts and counts tablets in 50 units and fills four bottles at a time.

The bottles move down the line to a cottoner and then to a capper for sealing. It is at this point in the bottling line that the electric eye takes over.

The eye controls both the coding and cutting operations by scanning the roll for the minute-spaced pinholes. As each label moves under the light of the electric eye, the web is stopped by the beam passing through the pinhole. While the label is held in register, a code-printing head descends and stamps the code number. The roll then moves on, the ink drying in transit. By the time the first label has reached the transfer point, the roll is again stopped by the electric eye halting a following label for code imprinting. The lead label is then gripped by a vacuum-transfer arm and sepa-

rated from the roll by a shear knife. The transfer arm delivers it to the label heating and delivery drums which activate the thermoplastic adhesive and apply the label to the bottle. Should the supply of bottles give out, the labeler stops automatically.

The bottle passes through a label wiper which presses the label firmly against the bottle at all points and the bottles move to the end of the line where three girls inspect the containers and three others pack them in nested boxes.

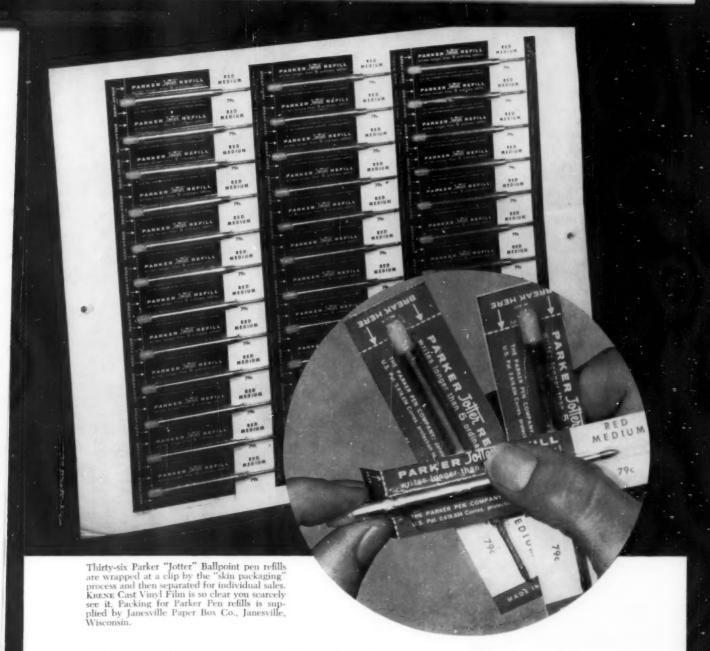
Inspection and packing operations are worked in multiples of 40. That is, each girl can efficiently inspect or pack 40 bottles a min.; thus each job at the end of the capsule or tablet line is handled by three girls and, on the slower liquid line, by two. Finally the nested boxes are placed in corrugated shipping cases which are then automatically sealed and printed simultaneously.

Addition of automatic labeling to what was already a modern bottling line has brought Smith, Kline & French's operation to a degree of practical mechanization which makes it a model for any similar operation where strict label accuracy is as essential as rapid, efficient production.

Credits: "Label-DRI Challenger" fully automatic labelers with electric-eye-controlled, roll-feed attachments manufactured by New Jersey Machine Corp., 1500 Willow Ave., Hoboken, N. J. Roll labels supplied by Globe Ticket Co., 112 N. 12 St., Philadelphia 7; Tompkins Label Service, Frankford at Allegheny Ave., Philadelphia 34, and H. S. Crocker Co., Inc., 1000 San Mateo Ave., San Bruno, Calif. Bottles manufactured by Owens-Illinois Glass Co., P. O. Box 1035, Toledo 1, Ohio, and Brockway Glass Co., Inc., Wood St., Brockway, Pa.



Tablet bottling and labeling at Smith, Kline & French are now continuous automatic operations at speeds up to 120 per minute. Line includes, reading from left, unscrambler, air cleaner, tablet counter and filler, cottoner, capper and, off to the right in picture, the roll-feed labeler.



How 4 different types of packaging made of BAKELITE Brand Plastics help you...

Step up point-of-sale demand

Here's a way for you to step up packaging appeal and utility. Krene Cast Vinyl Film is tightly drawn by the vacuum packaging process and holds a product in place, keeps moisture away, assures cleanliness despite repeated handling, makes identification of styles quick and easy.

Krene Cast Vinyl Film is extremely tough. It has low moisture vapor transmission. And its brilliant clarity adds sparkle that can help you make packaging and displays that catch the eye. For samples, write Dept. TK-105.

(continued on next page)

Step up point-of-sale demand continued from preceding page



"polyethylene-coated foil enabled us to double shelf life"

"Instant Potatoes," according to the R. T. French Co., Rochester. N. Y., "is actual cooked potatoes, reduced to granular form . . . food which must be kept fresh. It was necessary to create a package that would retain its own inner atmosphere, despite handling in shipping and storage on shelves (either in the store or in homes). The package should be colorful, flexible, and small. It should be sealed completely.

"Our production has reached 20 million packages and the market is still expanding. Due credit must be given to the packaging."

Polyethylene and foil provide watervapor transmission resistance in this package made by Reynolds Metals Co., Louisville, Ky. Humidity cannot get at the product. The foil is a gas barrier to retain the nitrogen, and the polyethylene heat seals excellently, allowing assured closing of the package





"sales have increased up to 35% because of multiple packaging in polyethylene film"

According to Fred J. Krisch, assistant sales promotion manager, Snow Crop Division, Minute Maid Corporation, New York, N. Y., "We have found that by bagging three or more of our frozen fruits and vegetables in polyethylene bag, sales have increased up to 35% above normal. The reasons for choosing polyethylene include (1) least expensive of materials available, (2) best bagging operation for multiple units, (3) easy to ship in bulk, (4) good printing, and (5) reuse value to the consumer."

Look into film made of BAKELITE Brand Folyethylene for packaging practically anything from hardware to frozen foods.

Ask your supplier about packaging materials made from





polyethylene squeeze can is brand new customer stopper

This can squeezes with ease . . . sprays a fine mist of liquid or powder. The rigid top and bottom plates are readily sealed to the body tube which is made of BAKE-LITE Brand Polyethylene. The bottom can be fitted with a removable disc for refilling.

The flexible polyethylene tube returns to shape without distorting. It can be readily printed in a variety of colors and, because of its chemical inertness, it can be used to package a wide variety of materials ranging from detergents to insecticides.

This is just one more example of why you should investigate all the ways you can use packaging made with BAKELITE Brand Plastics. For our "1956 Guide to Packaging," write Dept. TK-105.

First in the world of plastics...



BAKELITE COMPANY, A Division of Union Carbide and Carbon Corporation (13 30 East 42nd Street, New York 17, N. Y. The terms BAKELITE, KRENE, and the Trefoil Symbol are registered trade-marks of UCC

Glide-on applicator

L'Orle introduces a new principle in dispensing of toiletries with a polyethylene and neoprene-foam fitment that controls release by capillary and vacuum action

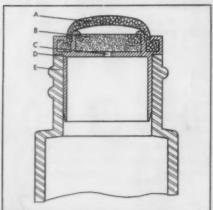
A convenient new controlled-flow applicator, adopted by Parfums L'Orle, Inc., represents another ingenious principle in the construction of bottle fitments designed to eliminate the messy running and leaking often accompanying the application of liquids and semi-viscous products.

L'Orle's use of this new "glide-on" applicator (it glides rather than rolls across the skin) for perfumes, colognes and a liquid deodorant suggests a number of possibilities for handy dispensing of liquid toiletries and external medications.

Just slight pressure on the top of the applicator is all that is needed to apply the product at the spot required in the desired quantity without dripping.

The patented applicator is built with a reservoir

Cross-section diagram illustrates components and detail of construction: (a) top membrane, (b) inlay and reservoir, (c) aperture, (d) polyethylene plug, (e) bottle neck. Pressure of top membrane against inlay extracts fluid from reservoir and creates vacuum so that inlay, by suction, refills reservoir through aperture from container.





Slight pressure on top membrane of applicator releases product as required without running or leaking.

for transfer inside to carry at least a half dozen applications without inverting the bottle, which is necessary in the case of the rolling-ball type of applicator, according to the supplier.

The device is comprised of a specially molded polyethylene plug, friction fit into the neck of the bottle, as shown in an accompanying diagram. In this insert are a top membrane and an inlay, both made of vinyl neoprene foam of permeable cellular structure. The reservoir is between the two. Below the inlay, molded in the polyethylene, is a diaphragm with a tiny center aperture. The applicator works on the principle of capillary and vacuum action. The top membrane must be touched to release the liquid.

By pressing the top membrane into contact with the inlay, the fluid is extracted from the reservoir and a vacuum is created so that the inlay, by suction, once again absorbs liquid from the container and refills the reservoir. The quantity of liquid taken from the reservoir is always limited and controllable by the thickness of the inlay, the size of the aperture and the distance between the inlay and the membrane. In this way the applicator may be made so that the amount of the flow and release can be regulated to any desired quantity.

Synthetic neoprene foam was selected as the material for the membrane and inlay because of its porous characteristic and because it is inert and sterile as well as compatible with essential oils, alcohol, aluminum salts and other product ingredients. For attractive decorative effects, the top membrane may be covered with colored nylon fabric.

Credit: "Dab-O-Matic" applicator by Dab-O-Matic Corp., 15 W. 44 St., New York 36,



Latest achievement in

controlled packaging*



An excitingly new member has been added to the "FLUID" family of "contract packaging" — polyethylene plastic tubes and bottles by Bradley Container Corporation.

These versatile containers include most of the advantages of glass and metal packages. In addition, they are lightweight, unbreakable, chemically inert, and are easy-to-use squeeze type dispensers.

FLUID'S modern versatile equipment now includes the latest in automatic machinery for filling and sealing of these Bradley containers.

Let FLUID'S controlled packaging methods satisfy your requirements — whether they are for liquid filling, aerosol loading, or these latest plastic tube applications.

"First in Contract Packaging"

CHEMICAL COMPANY INC

883 MT. PROSPECT AVE. NEWARK, N. J. Telephone HUmboldt 5-2800



ILIQUID-TUBE-DEVELOPMENT RESEARCH FOUNDED 1921

Molded expanded polystyrene

RCA application to delicate electron tubes suggests a new form of package for industrial products requiring positive protection from shock and tarnish

By Richard Kuhlman'

he application of molded expanded polystyrene for the shipment of RCA electron tubes has met with such unusual success that it may start a new trend in packaging.

It is our belief that the applications mentioned in this paper are among the first in which this material has been used for the packaging of industrial items.

Certain tube types, because of their unusual shape and delicate projecting parts, present a packaging problem. If such tube types have a silver-plated finish, the choice of packing materials is also limited because of tarnishing considerations. Fig. 1 shows a representative tube type which presents both of these problems.

In the past, specially designed paperboard packages having foil-laminated surfaces were used for such tube types. The foil linings acted as a barrier to the sulphur content of the paperboard, which



Fig. 1. Problem tube has unusual shape and delicate projecting parts. Silver-plated finish is susceptible to tarnishing.

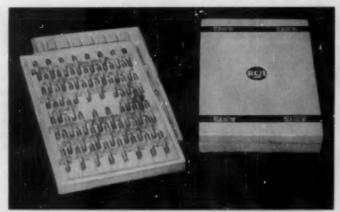


Fig. 2. Solution is found in two identical trays molded of expanded polystyrene which is chemically inert, light weight and cushioning. Two trays nest together, holding 50 tubes, and they are held anugly by stretchable plastic loops, printed with RCA trademark. Male and female edge beads, when paired, give an airtight seal.

¹ Tube Div., Radio Corp. of America, Harrison, N.J.





Figs. 3 and 4. These two tubes are shipped in tray with cavities that are designed to accommodate either or both, as shown in Fig. 5.

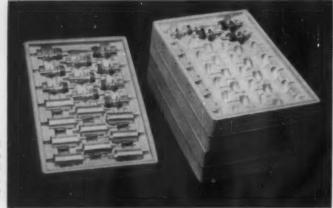


Fig. 5. Double-purpose tray is shown loaded with two types of tubes which it accommodates with equal facility. Stack of five trays is packed in lined shipping container for external shipment. Male bead around bottom edge seats into female bead on top surface for airtight seal.

would otherwise have caused rapid tarnishing. This lining was effective, however, only to a limited degree.

The tray now in use, made of molded expanded polystyrene, acts as an internal toting unit for 50 tubes, as well as a package for external shipment. For storage and shipment, a duplicate tray is placed over the toting tray to form a complete enclosure for the tubes. Fig. 2 shows an open tray of tubes and a pair of trays banded for packing in the shipping container. The pair of trays shown at the right are held together by means of commercially available stretchable plastic loops.²

Incorporated in the design of these trays are male and female beads which, when paired, effectively seal the unit and help to reduce tarnishing due to contaminants from the outside atmosphere. The plastic material itself, being completely inert, adds to this protection.

The design of the trays provides protection to the soft metal leads on one end of the tubes and eliminates the use of small plastic caps previously placed on each tube to protect these leads. The use of this new polystyrene package has resulted in approximately a 60% cost saving, the bulk of which consists of material costs.

Double-purpose unit

A second type of tray, shown in Fig. 5, was developed for the tube types shown in Figs. 3 and 4. Although these two tube types are considerably different in shape, they may be packed and shipped

in the same tray. The unique design of the cavities provides adequate protection and support for either type.

As a result of experience gained on the first project, a slightly different approach was used on this second tray, so that a single tray instead of a pair of trays forms a complete packaging unit. The trays are stacked in packing so that each tray acts as a cover for the tray below. In the standard shipping package, five trays are stacked. The top tray is protected against tarnishing by the use of a piece of treated paper³, together with a corrugated pad on top to keep the tubes in place. Consideration is being given to the use of a top pad molded from polystyrene.

Included in the design of these trays is a male bead around the edge on the bottom, which seats into a female bead on the top surface, providing a firm closure to protect the silver finish. These trays also include several narrow ribs running lengthwise on the bottom of the tray. These ribs, which are only ½6 in, in thickness, are located so that one of them bears on a portion of each tube in the tray below. The ribs assure a snug fit on each tube and prevent any looseness that might occur due to normal tolerances in the manufacture of the tube and/or trays. The softness of the polystyrene allows it to absorb any "plus tolerances" at points of contact.

A stack of five trays is packed in a lined shipping container for external shipment. This new packing method has satisfactorily passed drop tests. Its use results in approximately a 60% saving in packing-

^{2&}quot;Rapid Ribbons," product of Rapid Ribbon Corp., New York.

^{2&}quot;Nox Tarnish," product of Daubert Chemical Co., Chicago.

material costs, as compared with the previous use of a fabricated polystyrene foam tray.

Packing for large items

The most recently developed item utilizing expanded polystyrene is a two-section molded block used for shipment of a magnetron. The two sections of the block are identical, as shown in Fig. 6. The magnetron is a large electron tube weighing approximately 15 lbs. The shipping package must have a reasonable degree of cushioning for shock absorption and must protect against force or pressure on certain portions of the tube. The molded block developed for this magnetron provides bearing and support on all surfaces or points except those areas which, because of their delicate or fragile nature, should have no contact with the package. The mold is designed to provide complete clearance around these points.

The design of this block includes such features as an additional slot on the inside which holds the technical data sheets that accompany each shipment; recessed handles for ease in lifting or removing blocks from the shipping unit; a recessed area for a type-designation label; an embossed RCA monogram; grooves for the location of twist-ties' used to hold the two half-molds together; interlocking male and female beads on the inside surface to create a complete closure when the two parts are put together, and raised knobs on the outside surface which lift the block slightly off the surface of the work bench or table and so prevent the outside of the block from becoming soiled prior to shipment. One section of this molded block serves as an effective internal toting tray. The size of the block automatically provides suitable spacing between tubes necessary to prevent interaction of the magnetic fields. Fig. 7 shows a comparison of number of pieces needed for the old and the new package.

A magnetron packaged in a pair of these blocks is then overpacked and cushioned in a larger shipping container for external shipment.

Package fabrication

The expandable polystyrene used in these trays is produced by several manufacturers under different trade names. This material is supplied in granular form similar to granulated sugar and is usually steam expanded to the desired shape in prepared molds which are relatively inexpensive. The mold cost for the subject trays varied from \$250 to \$500. By the use of more or less material for a given mold, products of different densities may be obtained. The lighter the density, the greater the cushioning or shock-absorption factor obtained. The

ability of the polystyrene to be molded to desired shapes makes it ideal for the packaging of intricately shaped items which require cushioning and protection for delicate protruding parts. Its light weight helps to reduce shipping expenses and its low cost makes it practical as an expendable packing material.

The expandable polystyrene used in these trays was "Dylite," manufactured by Koppers Co., Inc., Pittsburgh. The two-section tray for 50 pencil tubes was manufactured by Pearson-Berlinghof, Newtown, Pa. The single-section tray for 20 tubes and the blocks for the magnetron were manufactured by Vansatt, Inc., Northampton, Mass.



Fig. 6. Heavy-duty package, for 15-lb. magnetron tube, is two-section molded block banded together with two twist-ties. Note beaded edges for secure closure.

Fig. 7. New two-piece package for magnetron (right) is contrasted with former package consisting of eight pieces, including three pieces fabricated from old-style foamed polystyrene. This new style of plastic resin that foams in the mold offers limitless design possibilities.



Radiotracer studies of PVA-2

Investigation of polyvinyl alcohol as a component of milk-carton adhesives indicates that water extracts less

By D. G. Lundgren,1

than the zero extraction standard

J. H. Peterson² and E. P. Czerwin³

one of the research programs currently being carried out at the Microbiological and Biochemical Research Center, Syracuse University, is the safety evaluation of chemical components used in the construction of liquid-tight food containers. This program, supported by industry, was established when it became apparent that our modern economy has a definite need for wet-food packages.

This report covers one of a number of studies designed to demonstrate the safety of the paper food container. The program was undertaken to ascertain the extent to which polyvinyl alcohol (PVA), a common component of food-package adhesives, might contaminate milk-carton contents. Radiotracer techniques were used as an analytical tool. Water was used in place of milk as the extractant to increase the accuracy of the activity measurements.

This investigation of polyvinyl alcohol was made possible through the joint efforts of E. I. du Pont de Nemours & Co., Inc., representatives of the milk-carton manufacturing and the adhesives industries, and of the Microbiological and Biochemical Research Center, Syracuse University.

Experiments and results

Adhesives. Two adhesive formulations were used in the migration tests. Formulation MCA-1 is representative of adhesives containing a normal quantity of polyvinyl alcohol (10-20% of the adhesive solids), while MCA-2 is representative of formulations with a relatively high polyvinyl alcohol content (40-60% of the adhesive solids). Completely hydrolyzed polyvinyl alcohol (saponification number 5-10) of high viscosity (50-70 cp.4) was used in both formulations, MCA-1 adhesive contained 4.3% PVA by weight, whereas MCA-2 had a PVA content of 9.6%. The polyvinyl alcohol used in these formulations was labeled with carbon-14 to give an

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 4 Viscosity of a 4% water solution at 20 deg. C. determined by means of the Hoeppler falling-ball method.

Fig. 1. Material used in laboratory assembly of test milk cartons. Order of arrangement shows different stages of construction: (A) Unwaxed milk-carton blanks, (B) milk carton with side seam sealed, (C) milk carton with side and bottom seams sealed, (D) unwaxed assembled carton in waxing wire basket, (E) finished carton, waxed, crimp sealed and stapled, (F) milk-carton adhesive, (G) flat iron for heat sealing seams, (H) stainless steel wax bath, (I) mandrel for shaping cartons, (J) brush for applying adhesive.



Table 1: Migration of polyvinyl alcohol from milk-carton adhesives into water

Carton No.	Adhesive	Storage conditions	Counts/min. in 10-ml. aliquot¹ (average) 7.1 (range 6.1-8.1)	Corresponding polyvinyl alcohor content of water (p.p.m.)		
A-1					0.0052	
A-2	MCA-1	2 days at room temperature	4.6 (range 3.6-5.3)		0.0033	
A-3	MCA-1	3 days at room temperature	<2		< 0.0025	
A-4	MCA-1	3 days at room temperature	5.6 (range 4.9-6.0)		0.0041	
A-5	MCA-1	3 days at room temperature	<2		< 0.0025	
A-6	MCA-1	3 days in refrigerator	10.6 (range 9.3-11.8)		0.0078	
A-7	MCA-1	5 days in refrigerator	4.0 (range 3.6-4.3)		0.0029	*
A-8	MCA-1	7 days in refrigerator	4.7 (range 4.3-5.1)		0.0034	
A-9	MCA-1	7 days in refrigerator	5.6 (range 4.7-6.5)		0.0041	
A-10	MCA-1	7 days in refrigerator	<2		< 0.0025	
B-1	MCA-2	1 day at room temperature	<2		< 0.0025	
B-2	MCA-2	2 days at room temperature	<2		< 0.0025	
B-3	MCA-2	3 days at room temperature	<2		< 0.0025	
B-4	MCA-2	3 days at room temperature	6 (range 5.9-6.0)		0.0043	
B-5	MCA-2	3 days at room temperature	<2		< 0.0025	
B-6	MCA-2	3 days in refrigerator	<2		< 0.0025	
B-7	MCA-2	5 days in refrigerator	<2	*	< 0.0025	
B-8	MCA-2	7 days in refrigerator	<2		< 0.0025	
B-92	MCA-2	7 days in refrigerator	<2		< 0.0025	
B-10	MCA-2	7 days in refrigerator	2.5 (range 2.3-2.6)		< 0.0025	

analytical sensitivity of at least 0.01 p.p.m. (Actually, it was better than 0.0025 part per million.)

Carton assembly. The side seams of the cartons were first sealed using 0.18 g. of adhesive. For the bottom, 0.16 g. of adhesive was used for each flap, making a total of 0.5 g, of adhesive for each carton. These amounts of MCA-1 and MCA-2 adhesives are equivalent to 21.5 mg. and 48 mg. of polyvinyl alcohol per carton, respectively.

After each seam was formed, it was pressed with a household iron. After assembly, the carton was placed in a wire basket (0.5-in. mesh wire cloth) and dipped for 10 seconds in a paraffin wax bath which was maintained at 175 deg. F. It was inverted and drained for eight seconds, then cooled for 11 seconds in an upright position. The carton was then quenched in ice water and checked for leaks.

Migration tests. Ten 1-pint cartons for each adhesive were used in the storage and handling tests. Four hundred and seventy milliliters of water were added to each carton, which was then crimp sealed and stapled. Ten cartons (five for each adhesive) were retained in the laboratory at an average temperature of 70 deg. F. and the same number was stored in a household refrigerator at 44 deg. F. to 46 deg. F. The cartons were shaken twice a day to simulate normal handling. In the room-temperature series, cartons were stored for one, two and three days, while in the low-temperature series, cartons were stored for three, five and seven days.

Cartons assembled with inactive adhesive were in cluded as controls.

Activity measurements: controls. The activity level of the labeled polyvinyl alcohol was determined on dry samples prepared by evaporating in cupped stainless steel planchets, solutions containing known amounts of polyvinyl alcohol labeled at the same level of activity as that used in the adhesives. The labeled polyvinýl alcohol gave an average count under the conditions of measurement of 136.7 per min. per microgram. A windowless gas-flow counter operating in the proportional region was used. Tests made on controls showed that a count of 3.4 per min. was definitely significant. To minimize losses in the handling of the active polymer by adsorption on the surface of the container during evaporation, a solution containing 1 mg. of inactive polyvinyl alcohol was added as a diluent to each 200-ml. portion prior to evaporation. Tests carried out by adding known amounts of active polyvinyl alcohol to water containing this amount of added inactive polymer showed that solutions could be concentrated without loss of activity.

Samples. Upon removal of a carton from storage, the water was transferred to a 16-oz. bottle, A 200ml. aliquot was then evaporated to a volume of 20 ml. using new glassware, A solution containing 1 mg. of inactive polyvinyl alcohol was added to each 200-ml. portion prior to evaporation to prevent loss on surfaces by adsorption during evaporation. One- to 2-ml. samples [Continued on page 174]

¹ Counts above background.
2 Carton developed leak during test.

Q Questions & A Answers

This consultation service on packaging subjects is at your command. Simply address your questions to Technical Editor, Modern Packaging, 575 Madison Ave., New York 22, N. Y. Your name or other identification will not appear with any published answer.

Foil to reduce 'spring back'

Q. One of our packaging materials is used in a forming and filling operation that requires it to maintain its shape. The packaging-machine operation is such that there is a short time between forming and inserting the filling tube. If the material does not hold its formed shape very closely, then the filling tube will not enter properly and malfunction occurs. We can use a wide range of materials, but all must have the ability to go through this operation. Is there any class of materials that generally can meet such a requirement?

A. The important property to be controlled in this forming operation is called "spring back." In this case a low degree of "spring back" approaching dead fold is necessary for proper material and machine function. Dead-folding characteristics are difficult to obtain in bulky, strong papers although wax impregnations and coatings can be very helpful. The proper choice of paper and crystalline wax can reduce "spring back" very markedly. However, the way to obtain the maximum of dead fold is to use an aluminum foil as a component of the material. The heavier the foil the more "spring back" is reduced. A proper balance between the weight of paper, type of laminating agent and thickness of aluminum foil can produce a material that will form easily and that will hold its shape for the filling operation.

Water-vapor transmission

Q. We notice that water-vapor transmission tests often show values for samples that have been creased or folded. We are developing several types of laminated and coated barriers and would like to have a reliable index of their moisture proofness after fabrication and use. These materials will be composed of plastic films, resinous adhesives and perhaps some modified waxes. The packaging uses will be as bags, wrappers or flexible barriers for packing. Can you suggest a laboratory procedure for determining their durability in terms of a water-vapor transmission test?

A. There has been much research and development work done to find laboratory tests that would simulate rough handling for different sizes and types of packages and their components. So far no single device, procedure or level of values has been devised or decided upon that has universal acceptance. The Technical Association of the Pulp and Paper Industry through its Technical Committee and in cooperation with the Packaging Institute has done much work in this area. Their Test Method T 465 is an effective and reproducible procedure for measuring the water-vapor transmission change of a sample that has been controllably folded and creased

However, the procedure is not severe enough for materials to be used in Method II barriers for military

As a result, the test procedure described in "Flexing Test Device" in MODERN PACKAGING of Jan., 1952. p. 125, was developed. This method controllably twists a sample which is then tested for its water-vapor transmission value.

Some packaging materials are severely affected by TAPPI Test Method T 465 and others show no change from the original values. Plastic films having good strength and flexibility are not affected by creasing and folding and only slightly by severe twisting procedures.

Waxes and resins of low flexibility can show varying degrees of change when creased and folded, and severe change when subjected to twisting procedures.

Temperature and humidity conditions can be important factors in the deterioration of the moistureproofness of some types of packaging materials in fabrication, handling and in use.

It is suggested that you use these test methods as tools to help your development of moisture barriers for various package constructions and end uses. However, the final criteria is the performance of the package in use.

Moistureproof envelope

Q. One of our customers requires a single-ply envelope that is both very decorative and moisture proof. We would like to consider a thin acetate film that has been surface coated with vacuum-deposited aluminum. The surface is brightly metallic and can be printed, but we are not sure that such a film is sufficiently moistureproof.

A. The weight of aluminum that is vacuum deposited on acetate film is extremely small. This fact can be appreciated by holding the material toward a strong light. This small amount of aluminum when deposited on smooth surfaces results in a brilliant metallic finish which has great decorative value. However, the amount of aluminum used to achieve this effect is not sufficient to give good resistance to the transmission of water vapor.

Your customer's requirements can be met by an aluminum foil-acetate film lamination which is used for many small envelopes and is available from many suppliers. The printing can be under the acetate film, which gives added durability and a sense of depth.

A heat-sealable coating on the foil will simplify construction of the envelope. This material can be heat sealed into a packet or envelope that will protect the most moisturesensitive types of products.

New Tri-Sure Plant in Australia

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The new Tri-Sure Plant at Villawood, N.S.W., Australia

The Sign of a Perfect Seal

Tri-Sure* Closures for drums and pails are now being manufactured in this modern new plant just outside of Sydney, Australia-the latest advance in Tri-Sure's world-wide program.

This new plant provides Far East industry with a fast, efficient source of supply of Tri-Sure Flanges, Plated Steel Plugs, Die Cast Plugs and Cap Seals for Drums, as well as Tri-Sure Nozzles and Caps, and Push-pull Spouts for Pails. In addition it offers closure users in that area the quality gaskets that are so vital to dependable closure performance.

This newest Tri-Sure plant underscores what is widely recognized among closure users all over the world: wherever your plant is located, there is a Tri-Sure plant, and engineer, to serve you-and Tri-Sure Closures that will best serve the needs of your products.

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CHICAGO, ILL. . NILES, OHIO . LINDEN, N. J.

Tri-Sure Products Limited, St. Catharines, Ontario, Canada

Tri-Sure S/A Indústria e Comércio, Soo Paulo, Brazil

American Flange & Manufacturing Co. Inc., Villawood, N.S.W., Australia B. Van Leer N. V., Stadhouderskade 6, Amsterdam, Holland

Van Leer Industries, Ltd., Seymour House, 17 Waterloo Place, Pall Mall S.W. 1, London, England



Equipment and materials

Cut-off machine for paper tubes

The new cut-off for paper tubes, manufactured by the M. D. Knowlton Co., 28 Industrial St., Rochester 14,



N.Y., is modernized for greater speed and easier operation and has been redesigned for complete balance which now makes floor bolting unecessary, according to the company. The compact cabinet base is only 2 ft. square and 3 ft. high. Known as the No. 8A, the new

machine handles tube diameters of from 34 to 8 in., but can be furnished for up to 10-in, maximum diameter. Standard cut lengths are from 12 in. to 54 in., but the machine can be furnished for special lengths.

Plastic vacuum-forming machine

Product Packaging Engineering, Culver City, Calif., has appointed Diedericks & Griffin Co., 4753 Broadway, Chicago, exclusive mid-west sales representatives for the Pak-O-Vac plastic vacuum-forming machine. The Pak-O-Vac is a new machine for production runs and experimental plastic vacuum-forming, drape-forming and vacuum packaging for both industrial and consumer products. Special features include automatic power cycling, automatic heating and dwell cycles, and external, adjustable vacuum valves.

Redesigned filling machine

A filling machine recommended particularly for the food, paint, pharmaceutical, cosmetic and chemical industries,



among others, has been introduced by The Karl Kiefer Machine Co., 919 Martin St., Cincinnati 2, Ohio. It is the redesigned Mono-Piston, available in the No. 1 size with a delivery of 1/2 to 16 oz. per stroke, and in the No. 2 size, with a stroke output of 2 to 32 oz. If both sizes are required, only an additional piston, cylinder and adapter are necessary. The Mono-Piston has a variablespeed drive with handwheel control and it can

be easily dismantled, cleaned and re-assembled in a matter of minutes, according to the company.

Improved textile-industry film

A new polyethylene film with a high-gloss surface developed by The Dobeckmun Co., P. O. Box 6417, Cleveland 1, Ohio, for the textile industry is reported to be one of the most transparent of polyethylene films, with a tensile strength 10 to 20% greater than other standard grades. The new "Ultra-Kleer" film is reported to have much less surface slip and to be superior for display stacking in retail stores. In addition to soft goods, the film is said to be suitable for packaging molded plastic products, toys, rubber goods, bakery products and other light-weight items. Specially adapted for use on Telesonic and Speed Bag machines, the material is available in plain and face-printed bags.

Skin-packing and blister-packing machine

The Auto-Vac Co., 1984 State St. Extension Bridgeport, Conn., has announced its new Auto-Pak vacuumforming machine for skin packing and blister packing.

The machine can be used for items up to 5 in. high, utilizing thermoplastic sheets from 0.002- to 0.125-in. thick. Auto-Pak packaging is high speed and is suggested for such items as food,



cosmetics, drugs, toiletries and hardware, among others. The model illustrated is for single-station feeding and semi-automatic operation, with a 20-by-25-in. platen size. Other Auto-Vac models are available for multistation feeding, completely automatic operation and in various platen sizes.

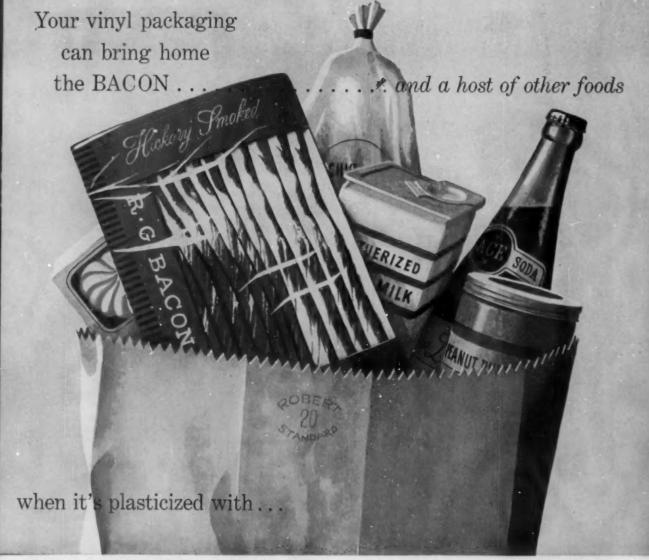
New vacuum-capping system

A new vacuum cap and capping machine are being introduced this month by Ball Bros. Co., Closure Div., Muncie, Ind. The "New Grip-Twist Cap" was de-



veloped for food canners requiring vacuum sealing and the new machine features a controlled vacnum system. With this system both the cap and glass are first pre - positioned. Then the cap is tilted and the head space of the jar is flushed with a controlled steam jet. The jar is then im-

mediately sealed. Uniform vacuum levels using only 5 to 8 lbs. of steam pressure are achieved, according to the company. Vacuum levels are controlled through either a needle valve on the steam jet or by adjusting the steam pressure. The machine is equipped with a



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THE NONTOXIC, ODORLESS PLASTICIZER

New Pfizer CITROFLEX A-4 plasticizer (Acetyl Tributyl Citrate) rates "tops" in toxicological safety. It's accepted by the Food and Drug Administration for use in plastic packaging of either fatty or nonfatty foods.

You can use this improved, odorless plasticizer to make better, safer, more attractive vinyl film packaging for frozen and processed meats, or other fatty foods...vinyl coatings for milk and ice-cream containers...hot drink cups...vinyl containers for many specialty foods...vinyl plastisols for bottle crown liners and food jar sealing rings.

When you plan on vinyl for food packaging of any kind, be sure you specify safe, efficient, low-priced Pfizer CITRO-FLEX A-4 plasticizer. Mail the coupon for details.

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Chemical Sales Division

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Equipment and materials

[Continued from page 128]

head space preheater, a super heater and an exhaust system which reportedly draws away all excess steam. A press-on attachment is optional equipment. Change-overs from screw-on caps to press-on caps, or for different cap sizes, may be made in less than 10 min. according to the company. A new glass finish for positive cap pick-up, quick seating and sealing has also been designed for the "New Grip-Twist Cap," which is-available in 38, 43, 48, 53, 58, 63, 70, 82 and 89 mm.

Printed or colored foil containers

Aluminum foil containers that permit two- or three-color flexographic or full-color gravure printing as



well as brilliantly colored foil containers, have been announced by Ekco-Alcoa Containers Inc., Wheeling, Ill. Illustration shows printed container which

demonstrates how advertising message, recipes, instructions for use and other portions of copy can be printed directly on the rigid container. Several types of transparent and opaque inks are available.

Plastic packaging tubes

Polystyrene tubes for special-purpose packaging are now available from Anchor Plastics Co., Inc., 36-36 36th St., Long Island City, N.Y. "Ancorene" tubes have smooth inside and outside surfaces which will not tend to catch or snag delicate or light-weight items packaged in them, according to the company. They are made to order, ranging from a 3-in. inside diameter to as small as a 1/10-in. inside diameter, in any length. Wall thicknesses are varied to suit requirements and tubes come in many colors for coding purposes.

Flattener for bulk-material bags

A new vibrating bag flattener for bottom-heavy bags of loose, bulk material such as pellets, flakes, briquets and prilled or spray-dried materials has been an-



nounced by the Carrier Conveyor Corp., 198 N. Jackson St., Louisville, Ky. With this new flattener there is

reportedly no product or bag damage and there are no belts to adjust or replace. Available in standard models, either fixed or portable, the machine gently tosses the bags upward and forward with each movement of the trough and flattening is achieved almost immediately because the material inside the bag conveys more quickly than the bag itself.

Adhesive for polyethylene

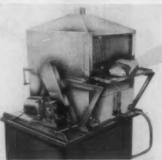
Adhesive Products Corp., 1660 Boone Ave., New York 60, recently announced No. 3679 Polygriptex for the manufacture of combination polyethylene and paper bags. It is recommended for bonding polyethylene and paper or cardboard in flat and gusset bags and for the

seams of duplex bags manufactured with polyethylenecoated paper. The adhesive works well in combination machines at speeds from 100 to 350 bags per min., is permanently flexible, does not crystallize and has excellent aging qualities, the company reports.

Automatic, full-immersion shrink tank

A full-immersion, hot-water shrink tank for heatshrinkable films used in the packaging of smoked

cheese meats. and poultry products has been announced by Amsco Packaging Machinery, Inc., 31-31 48 Ave., Long Island City 1, N.Y. The temperature of the water is thermostatically controlled and the standard



speed setting of the machine gives a 1½-sec. immersion time. With these machines, heat is applied uniformerly to all surfaces, thus preventing unequal shrinkage which can adversely affect shelf life of the product, strength of film and package appearance.

New flexographic printers for polyethylene

A new line of flexographic printers designed for highspeed printing on polyethylene has been announced by Lee Machinery Corp., 28 W. 23 St., New York. The

new "Hi-Speed" Poly Printer is available in units of one to four colors and the presses operate roll to roll setup to feed into folder, sheeter or to packaging machinery. According to the company, they handle fine register paper, polyethylene, cellophane, Pliofilm, foils and cloth



with equal facility. The standard press is 27 in. wide but it is also available in widths from 15 to 30 in. Printing repeats range from 4 to 35 in. and register may be adjusted laterally and horizontally while the press is in operation.

Slitter for plastic-packaged products

A new "right-angle" slitter that cuts apart master sheets of plastic-packaged products without dies or presses has been announced by Abbott Plastic Machine Corp., 7124 N. Clark St., Chicago 26. The new slitter

bleached sulphate board our goal i



Gilman Paper Company
630 FIFTH AVE. NEW YORK 20: N. Y. DAILY NEWS BLDG, CHICAGO 6, ILL.



Equipment and materials

[Continued from page 130]

is made in two sizes: for 30-by-30-in. and 40-by-40-in. master sheets. Cuts for separating preformed plastic blisters or skin-packed products can be made 1 in. apart with a maximum of 30 cuts in one direction on the 30-in. machine.

New price-coding attachment

Anderson Bros. Mfg. Co., 1907 Kishwaukee St., Rockford, IlL, recently introduced a new price-coding at-



tachment for its Model 55 filler for automatically forming, filling and closing Philadelphia - style ½-gal. cartons. The new price coder, Model No. 55A-100, has four sets of

equally spaced rubber characters. Its sponge rubber inking wheel perpetually supplies ink to the coder characters for uniform, legible marks. It is only necessary to load the inking wheel with ink once a day, according to the company. The illustration shows a single-line price coder, but provisions have been made for two-line coding as well.

Plasticized bread wrap

Nashua Corp., Nashua, N.H., has developed a new plasticized bread wrapper, Flexowhyte, which is said to have a marked tendency to regain its shape after being crushed, resist tearing and have firm sealing characteristics. Its general over-all appearance is said to be similar to non-plasticized flexible wrapping.

White molded plastic caps

The new, white molded plastic caps recently adopted for the line of Emerald Green ointment jars are im-



mune to ointment ingredients, according to the manufacturer, Owens-Illinois Glass Co., Toledo 1, Ohio. Jars are offered in a full range of sizes, from ½ to 16 oz. For the convenience of the customer, the jars are packed at the factory in 1-doz. inner cartons.

New glossy coating

A new glossy coating for high-speed gravure application has been announced by Pyroxylin Products, Inc., Chicago 32. Said to be colorless, water shedding and abrasion resistant, Pyroxcote 37-112 is recommended for paper overwraps and labels, but also can be applied by sheet varnishing machines to heavy card or board stock, where it dries with very little heat or embrittlement of the stock, according to the company.

Aerosol can with cemented side seam

Crown Cork & Seal Co., Inc., Can Div., 9300 Ashton Rd., Philadelphia, is manufacturing a new 6-oz. aerosol can with cemented side seam which permits all-around lithography, The can is used by Col-



gate-Palmolive Co. for its new Florient line of household air deodorants, with four lithography colors, one for each scent: pine, spice, floral and mint.

New laminated bread wrap

A foil-wax-tissue lamination for bread wraps has been announced by the Shellmar-Betner Flexible Packaging Div., Continental Can Co., 100 E. 42 St., New York 17. Called Bencoseal, the new wrap provides moisture protection and can be tightly sealed with heat. Bencoseal's dead-fold quality assures continued consumer protection of baked goods by providing a good closure during home use. There are two types of Bencoseal: the 200 series is recommended for bakery products which must undergo refrigeration or high moisture conditions; the 300 series can be embossed to overcome any tendency of foil to wrinkle as the result of repeated handling.

New material for air-sensitive products

A new transparent material for packaging air-sensitive products, particularly luncheon meats and cheese, has been developed by The Dobeckmun Co., Box 6417, Cleveland 1, Ohio. "Durafilm MS" is composed of 50-gauge Mylar coated with saran, with polyethylene extruded on the saran coating. According to the company, all types of luncheon meats, even spiced meats and bologna, when vacuum packed in "Durafilm MS," are protected from discoloration in the presence of light and airborne bacteria cannot develop inside the package.

New case-liner material

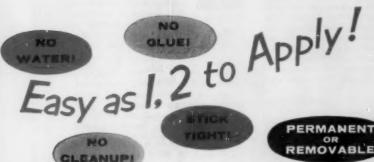
A new type of fungicide-treated industrial paper material that uses polyethylene as a water-vaporproof barrier has been announced by Cincinnati Industries, Inc., Lockland, Cincinnati 15, Ohio. Polyethylene is laminated between two plies of X-Crepe N, then coated on one side with a 45-lb. coat of polyethylene. The plastic film supplies a heat-sealable membrane. Fungicide is applied to the paper side or exterior of the case liner. The material is waterproof and grease resistant, withstands marked degrees of weathering and is stretchable from 15 to 60% of its base length and 15 to 45% of its base width, according to the company. It can be slit, die cut or sewn and may be fed from rolls into high-speed machinery.

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Pressure Sensitive



Easy to Apply . . . Sure to Stick!

Gone is the glue pot! Gone is water! Steigerwald Sensi-Stick pressure sensitive labels eliminate forever old-fashioned start-up and clean-up labeling machine jobs.

Sensi-Stick simplifies labeling to a 1, 2—pick and stick quick way—Individual labels or Dispenser automatically feeds individual labels on a tape ready for rapid application.

Economical – Faster Better for all surfaces

Steigerwald Sensi-Stick labels hold securely on all surfaces—won't buckle, curl or rub off even where others fail and nothing else will hold—choice of permanent or easy-to-take-off, surface safe adhesives.

Beautiful designs

Reproduce your present label just as it is on Sensi-Stick or consider a new design with a choice of gold or silver foil; embossed; lustrous papers and sparkling inks to add an extra note of quality to your product. Use Sensi-Stick to show you the way to the world's fastest hand labeling operation.



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Plants and people

A vast new market for aluminum in the manufacture of cans and tubes for a wide variety of consumer and industrial purpose is predicted by Victor Muscat, president of Victor Metal Products Corp., Newport, Ark., and chairman of the board of Aluminum & Chemical Corp. Mr. Muscat reports a substantial expansion program for the two companies. According to Mr. Muscat, the potential market for aluminum is tremendous, principally for food, beer and other beverages, and for sundry aerosol uses, including toiletries and pharmaceuticals. Aluminum & Chemical Corp. has commenced construction of plant at Newport for production of basic materials from which aluminum cans and tubes will be fabricated. Aluminum cans are to be manufactured by Victor Metal Products, already a producer of collapsible metal tubes.



Bolton

William R. Bolton has been appointed to the newly created post of eastern regional manager of sales for Plax Corp., Hartford, Conn. Mr. Bolton joined the Plax sales force in 1947, and after working in various sales capacities was made New York district manager in 1955. He

will be responsible for both polyethylene bottle and sheet material sales.

Riegel Paper Corp., New York, announces the appointment of C. E. Schaehrer as manager of packaging material sales. H. W. Postweiler has been named to succeed Mr. Schaehrer as distribution manager, packaging materials.

L. A. Moss has joined Riegel as administrative assistant to the vice president-manager, New Jersey Div.

Jules Dierckx Distributors, Inc., New York, have entered the packaging machinery field and have set up a special department to handle this new activity.

American Can Co., New York, has announced the formation of a new depart-



Lausten

ment. Headed by C. F. Lausten, former general manager of equipment, the new machinery department will embrace the duties of both the equipment division and the closing machine department. According to the company, the change will bring closer liaison between the design-

ing and manufacturing branches.

Canco has undertaken a broad program of overseas manufacturing operations and expansion of its export sales of U. S. made containers. An initial step is the organization of Metalgrafica Canco, S. A., with a plant in Sao Paulo,

Brazil. American Can International, Inc., of Panama, Canco's wholly owned subsidiary, will hold the interests in the Brazilian plant. The Venezuelan canmaking firm of Envases Venezolanos, S. A., is another overseas operation in which Canco has interests. In addition, technical-assistance agreements have been concluded with eight foreign countries while in a number of others agreements are currently being negotiated. Plans include the training of foreign personnel at Canco facilities in the U. S. To handle these operations a new division has been created, American Can International, which also will supervise the firm's Puerto Rican plant. Wagner Van Vlack manages the new division.

On the domestic front, Canco is in the process of expanding facilities at two of its plants in the east, while major renovations have been completed at the Baltimore plant. High-speed equipment for the manufacture of beer cans is being installed at Needham, Mass. The Boston sales office is now located at Needham. At Hillside, NJ., steel and tin plate in continuous strips will be handled in an annex now being constructed.

Robert C. Myers has been appointed manager of packaging sales of the Du Pont Co.'s film department, Wilmington, Del. He is succeeded as industrial sales manager by William B. Davis.

In the film department, two new industrial sales districts have been established. Carl H. Schreep will manage the western district, with headquarters in Chicago. Ronald C. Davis will head the eastern district, with headquarters in New York. Thomas C. Gibson and Lockhart T. Hicks, respectively, will assist in these districts.

In Atlanta, J. T. Axon succeeds Mr. Davis as southern district manager of packaging sales. In Philadelphia, Neale A. Gow succeeds Mr. Axon as assistant manager of packaging sales for the eastern district.

John Porter has been named assistant sales manager of the Sheet-Fed Press Div. at American Type Founders, Elizabeth, N. J. Henry Webendorfer replaces Mr. Porter in the Web-Fed Press Div.

M. Scott Haddon has been appointed customer service and merchandising director for the Crystal Pack Plastic Containers Div. of Mutual Plastic Mold Co., South Gate, Calif.

An agreement has been approved by the board of directors of the Mead Corp. of Dayton, Ohio, for the acquisition of 51.3% of the common stock of The Jackson Box Co. of Cincinnati, previously held by W. J. Cassady, Jr., and his associates. Jackson Box thus becomes a wholly owned subsidiary of Mead. Jackson Box will continue under the same name and management.

The Dow Chemical Co., Midland, Mich., has appointed Gage Olcott as



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appointed Gage Olcott as head of the merchandising section of plastics sales. He succeeds Amos L. Ruddock, who was named sales manager of the textile fibres department. Mr. Olcott joined Dow as a plastics salesman in 1944 and later was supervisor of plastics sales in the New York office before going to

Midland to act as liaison between the merchandising section and sales.

Facilities at the Dunkirk, Ind., glass container plant of Armstrong Cork Co., Lancaster, Pa., have been expanded to house new equipment for fusing multicolored ceramic decorations on glass bottles. Armstrong will now be able to supply their Pyrocolor bottles in greater quantities to midwest bottlers.

A new sales office and warehouse has been leased for the Cincinnati district of the glass and closure division at 1057 Meta Drive, Cincinnati.

E. G. Battle has been named assistant market manager by the packaging sales



44

division of Reynolds Metals Co. of Louisville, Ky. Mr. Battle has been transferred to the company headquarters from the Tampa, Fla., sales office, where he had been regional packaging sales representative since 1953. He joined Reynolds in 1949.

Stockholders of Union Carbide & Carbon Corp., New York, have approved the purchase of The Visking Corp., Chicago, makers of food casings and polyethylene film and tubing.

Orchard Paper Co., St. Louis, Mo., has purchased Associated Paper Converting Corp., Los Angeles, makers of bags and printed roll specialties.

Edmund K. Baloun has been promoted to manager of the new sales office opened at San Jose, Calif., by Owens-Illinois Glass Co. of Toledo, Ohio. Mr. Baloun, who has been with O-I since 1929, was formerly assistant manager of the San Francisco sales office.

Floyd A. Blower will manage the third corrugating unit of Growers Container Corp., Salinas, Calif., under construction in Fullerton, Calif. Mr. Blower is owner-manager of the Blower Paper Co. in Santa Ana.

The Business & Defense Services Administration has selected Howard

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Plants and people

Baumgarten, director of market research at The Gardner Board & Carton Co., Middletown, Ohio, to serve on the pulp, paper and board producers supplydemand advisory committee.

C. Victor Peterson has been appointed as supervisor of packaging development



dustrial engineer in the methods and package development division.

Lawrence H. Zahn, manager of the methods and package development division, has been appointed consultant of the Containers & Packaging Division. Business and Defense Services Administration, U. S. Dept. of Commerce.

New can-manufacturing lines for the production of 12-oz. flat-top beer cans are in operation in the Philadelphia plant of Crown Cork & Seal Co., Inc.

In Texas, Crown has moved to new quarters at 123 Oaklawn Ave., Dallas. In the new building are consolidated the district sales office, the public warehouse and the Houston warehouse. W. I. Lang is sales manager.

Lesten V. Taylor has been named senior product engineer in the research and devolpment department at Crown's Baltimore headquarters.

The sales of Chase Bag Co. products in northern Illinois will now be handled by C. E. McCabe. J. H. Counce, will direct sales in the southern region from New Orleans. Also at the International Trade Mart is the New Orleans sales office, as well as the Chase Bag Export Sales Div., and the southern sales office of the Chase Paper Bag Div. D. H. Denholm is New Orleans plant manager.

At the industrial engineering department in St. Louis, Charles S. Wicks has been named senior industrial engineer.

Kleen-Stik Products, Inc., of Chicago, is now producing pressure-sensitive adhesive-coated papers in Canada at its newly opened plant at 21 Edgar Ave., Weston, Ont. Known as Kleen-Stik Products, Ltd., the new facility is being directed by Hugh Manning.

Eugene J. Sullivan has become vice president in charge of sales for Borden Co.'s Chemical Div.

The Chemical Div. has commenced operation in its newly completed polyvinyl chloride resin plant at Leominster, Mass. Plans have been announced for a projected laboratory-office building and



Here's the newest thing in packaging equipment ... a machine that feeds smoothly and continuously at rates adjustable from 210 to 720 lineal inches per minute! Endless steel belts grasp bags, carry them swiftly and accurately through the sealing irons. Seals are automatically cooled and set before ejection. Bar pressure, dwell time and temperatures are easily adjusted for any type and thickness of material. Special free-wheeling rollers add pressure for handling gussets and

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Plants and people

also for commencing manufacture of a full line of the Resinite plastic products. Under the direction of Dr. Harry Wechsler, the laboratory will concentrate on the development and improvement of polymers and copolymers of vinyl chloride.

A subsidiary of Borden, Resin Industries, Santa Barbara, Calif., will be known in future as the Resinite Department of Borden's Chemical Div. The department will be actively involved in resin production at the new Leominster plant and is opening a sales office at Stamford, Conn., to be managed by Allan W. Stephens.

Claude L. Alexander has been named general sales manager of the Sun Tube Corp., Hillside, N. J. Prior to





been personnel director of the company, production man-ager of the Washington, N.

his present appointment, Mr. Alexander had

Alexander Nichols J., plant and also assistant to the presi-

To meet the expanding market for collapsible tubes, the new post of assistant sales manager for tubes has been created. Albert Nichols has been appointed to fill the position.

Robert W. Proom has been appointed sales manager for The House of Harley, Inc., New York. Before joining the company, Mr. Proom had been with Shoup-Owens Co., Hoboken, N.J., and the Wallace Paper Box Corp. of Maspeth, N.Y.

Nelson McMichael now represents the Intaglio Service Corp., New York, at their Philadelphia office in the Lewis Tower Building.

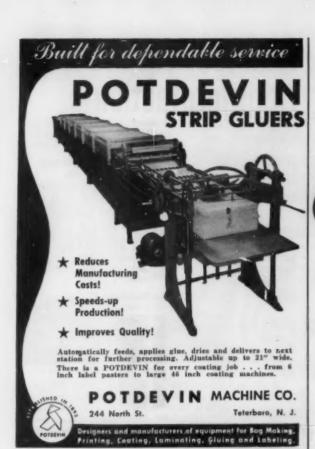


The Federal Paper Board Co., Inc., Bogota, N.J., announces the election of John W. Cox as executive vice president. Until recently, Mr. Cox was a vice president of The Diamond Match Co., and prior to that, president of the General Package Corp. He is a former member of the law firm of Cromwell, Griest & Warden.

Nathaniel H. Freeman, designer, is now located at 11 E. 48 St., New York.

Gerald J. Graham has been appointed vice president of Thatcher Glass Co., Inc., Elmira, N.Y. Mr. Graham will be located in the Chicago office at 35 E. Wacker Drive. He was formerly president of the Graham Glass Co., which was acquired by Thatcher Glass.

George Dusterdieck has been named





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Plants and people

branch manager of the Rochester sales office. He replaces G. W. Peck, now head of the Philadelphia sales office.

C. Russell Shaw, assistant to the manager of manufacturing, has been pro-



Shaw Thompson

moted to divisional manager and will assume responsibility for the Pakay and Flocked Products Divisions of Nashua Corp., Nashua,

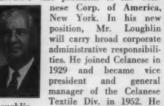
Shaw Inompson N. H. Also created a divisional manager, William N. Thompson will now be in charge of production in the Gumming, Coating and Nashua Package Sealing Division.

William E. Conway is now superintendent of the gumming division, while Richard E. Carter succeeds him as manager of industrial engineering. William C. Petraske is now technical superintendent of the gumming division as well as of the coating division.

Propack, Inc. has moved to new quarters at 125 Perkins Ave., in Brockton, Mass.

Harry S. Adler is now assistant to Marvin W. Swain, first vice president and general manager of Alton Box Board Co., Alton, Ill.

Kenneth C. Loughlin has been elected executive vice president of the Cela-



Loughlin is succeeded in that capacity by John W. Brooks, who was formerly director of textile marketing. Mr.

merly director of textile marketing. Mr. Brooks, Ronald O. Gilbert, secretary, and Alexander R. Cochran have been appointed new company vice presidents.

Ronald W. Schmidt has joined the field sales staff of F. J. Stokes Corp., Philadelphia, Pa., and has been assigned to the northern New Jersey area operating from the district office in Union, NJ.

Hugh H, Norsworthy has been appointed director of public relations and advertising for Aluminum Limited Sales, Inc., of New York. Holbrook R. Davis has transferred to an associated firm, Aluminium Co. of Canads, Ltd., Montreal.

Aerosol Techniques, Inc., Bridgeport, Conn., has engaged M. Pittorie, a Con-







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eye-appealing, easy-to-use cutter-dispenser package for

BAND-AID Plastic Tape



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Plants and people

necticut artist and designer, as a technical consultant on aerosol packaging projects for the company. He will work with art directors of the company's customers and will provide complete private label packaging design service for those organizations which do not have their own art facilities.





Jean W. Baer and John H. Haslip have been appointed to the sales staff of Pennsalt Chemicals' new line of isoaerosol propellents and refrigerants, ac-

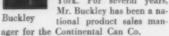
cording to the Pennsylvania Salt Mfg. Co., Philadelphia. Mr. Baer will represent the firm in the northeastern area, with headquarters in New York, while Mr. Haslip will locate in Chicago and cover sales in that area.

Norval Wiggins is now representing The Spitzer Paper Box Co. of Toledo in the Detroit area. He will be at the company office, 2970 W. Grand Blvd.,

The Richardson Taylor-Globe Corp. of Cincinnati has purchased Brown & Bailey Co., Philadelphia. A wholly owned subsidiary of Richardson Taylor-Globe Corp., Brown & Bailey Co. will continue business at its present location without change in personnel or policies.

Christopher H. Buckley has been ap-pointed sales manager of the products

division of Kaiser Aluminum & Chemical Corp. of Oakland, Calif. He will be concerned principally with sales of specialized aluminum containers. He will locate at the British Empire Bldg., 620 Fifth Ave., New York. For several years, Mr. Buckley has been a na-



Frederick C, Jones has been appointed manager of regional foil sales and will be responsible for industrial foil sales in the Cleveland, Cincinnati, and Detroit districts. Mr. Jones will continue to work from the Cleveland office.

Donald V. Long has been promoted and transferred to Los Angeles headquarters of Southland Paper Converting Co., where he will have full charge of manufacturing, sales and procurement.

Harold W. Hoots has been promoted to the position of sales manager for Premium Plastics, Inc., Chicago. A. R. Mouser will represent the company in Minneapolis and St. Paul as well as in Minnesota and northern Wisconsin.

Peter P. Wojtul is now vice president,



Eggerss

fibre drum division, of the Continental Can Co., Inc., New York. He takes over from Carl E. Eggerss, who is retiring. Mr. Eggerss has had a long career in various phases of the paper container field. He became sales manager of The Container Co. of Ohio, in 1931 and was with the firm when

it was purchased by Continental in 1942. William J. Hamilton has been appointed sales manager of a new multiple packaging department in the Robert Gair Division of Continental Can. Mr. Hamilton will continue to supervise the brewery department. Laurence J. La-Freniere has been appointed assistant to the sales manager and Thomas B. Moser will be a sales representative. The new department will offer multiple packaging for cans and bottles to the food, brewery, drug and cosmetic industries.



E. R. Brooks has been appointed as vice president for production at Atlanta Paper Co., Atlanta, Ga. Mr. Brooks joined the company in 1935. He has been traffic manager, superintendent of traffic and personnel director. For the past few years he has

Brooks supervised production in three Atlanta plants. The company's Machinery Div. will also be under Mr. Brooks' jurisdiction.

Thomas W. Allison is the newly appointed sales manager of Aluminum Foils, Inc., a subsidiary of Aluminium-Industrie, A.G., Zurich, Switzerland. Mr. Allison will locate at the firm's headquarters in Jackson, Tenn.

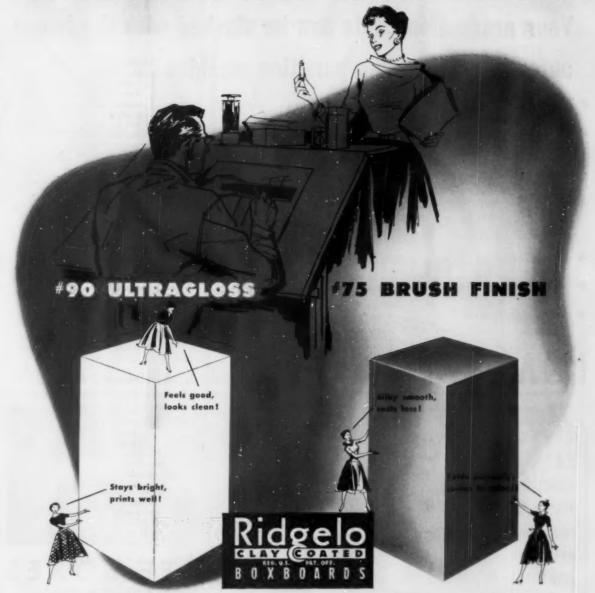
Manton Bros. (America), Inc., distributor of Cerutti rotogravure presses in the Americas, has changed its name to Parsons & Whittemore Graphic Corp. The purpose is to give the subsidiary better identification with the parent company, Parsons & Whittemore, Inc., and to eliminate confusion with an associate firm, Manton Bros., Ltd., in Toronto.

Robert E. Blackmore has been named technical sales representative for the Rubber & Asbestos Corp. of Bloomfield, N.J. Mr. Blackmore will maintain his headquarters in Berwyn, Ill.

Packer Machinery Corp. has moved to a newly built plant at 109 14 St., Brooklyn.

Paramount Packaging Corp., Philadelphia, has begun an expansion and modernization program. The main plant and general offices are now located at 3111 W. Allegheny Ave. Richard Volksdorf

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Best Backgrounds for Beauty in New Packages

#90 Ultragloss... the glossiest of all finishes, so a natural first choice for high-style gift boxes. The cleanest looking of all finishes, so obviously preferred for drugs, medical supplies, and beauty aids. Its dazzling, porcelain-white surface lifts any package out of the ordinary.

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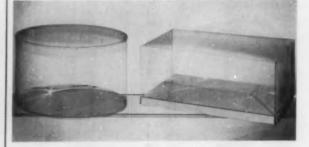


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PLASTICS

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Plants and people

has been appointed plant manager there. The company's second plant at Chalfont, Pa., is headed by Alexander Veit and Frank Davis, Jr. Multicolor printing and converting of cellophane, polyethylene, Mylar and other flexible packaging materials are being handled there.



Avery

At a meeting of the board of directors of the Acme Steel Co., Chicago, Fred M. Gillies was elected chairman and chief executive officer. Simultaneously Guy T. Avery succeeded him as president and chief administration officer. Mr. Avery has been with Acme Steel for 36 years and has

been executive vice president since 1953. Mr. Gillies took over from Carl J. Sharp who continues as chairman of the executive committee. The company has moved to new headquarters at 135 and Perry Ave., Chicago 27.

Robert J. Ridgway has joined American Viscose Corp.'s Film Div. as a member of the market development department. He will locate at company headquarters in Philadelphia.

Walter H. McCallum, announces his appointment as general sales manager of the folding carton division of United Board & Carton Corp, New York.



Meta

Peter J. Mets has been promoted to superintendent of the Los Angeles plant of Western-Waxide Specialty Packaging Div., Crown Zellerbach Corp., San Leandro, Calif. Mr. Metz started with Western-Waxide in 1949 as a packaging engineer. His most recent position was divi-

sion technical superintendent of the production research and development laboratory at company headquarters.

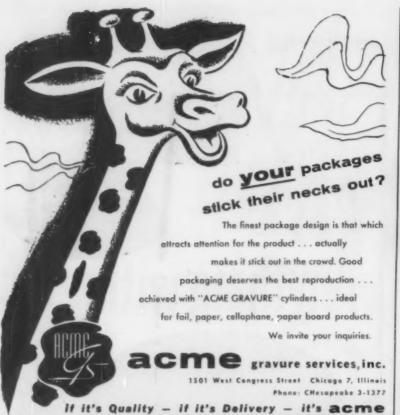
Harry Jasper has been named salesservice engineer at the San Leandro plant. R. E. Hornbeck is now sales engineer at the Kansas City plant.

Newark Paraffine & Parchment Paper Co. has purchased new office and manufacturing facilities in the Port Newark area of Newark, N. J.

Lloyd I, Volckening, president and board chairman of the Ivers Lee Co., Newark, N.J., has been elected vice president of the New York Board of Trade.

Ludlow Papers, Inc., Needham 94, Mass., is a new organization resulting from the amalgamation of three paper converting companies. Formerly known as McLaurin-Angier Co., the new set-up is a consolidation of McLaurin-Jones Co., Angier Corp. and Stocker Mfg.







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market approaches this Colton No. 124-126-128-132.

Plants and people

Co., and is a wholly owned subsidiary of Ludlow Mfg. & Sales Co. Sales and order activities will continue through the same channels as for the former organizations. Henry M. Bliss is president.



Freiwald

William A, Freiwald has been appointed as sales engineer in the Chicago office of the Arthur Colton Co. of Detroit, Div. of Snyder Tool & Engineering Co. Mr. Freiwald has been a research engineer and field engineer for National Aluminate Co. In his new position he will handle Colton

equipment sales and service in the Indiana, Illinois and Chicago industrial area from offices at 5807 W. Diversey.

Lyman L. Campbell has been elected vice president in charge of engineering and manufacturing of the Lynch Corp., Anderson, Ind.

R. A. Roth, former general sales manager, has been named vice president of Stull Engraving Co., Carfield, N. J. Charles Bogert has now been assigned to sales for Stull's eastern seaboard territory.

In Iowa, Nebraska, Kansas, Missouri and southern Illinois, the Bert J. Clark Co. of Kansas City will represent the Container Div. of Jones & Laughlin Steel Corp., Pittsburgh, Pa.



Paul

Les Paul has been appointed general sales manager of York Tape Printers, Inc., of York, Pa. Mr. Paul was formerly associated with the Minnesota Mining & Mfg. Co. as supervisor of converter trades, industrial trades tape division. In his new capacity he will direct all sales ac-

tivities of the firm, which manufactures a complete line of printed pressuresensitive tapes and labels.

The Jiffy Mfg. Co. of Hillside, NJ., has appointed Covington Logan to be representative for its line of protective packaging materials in Kentucky, southern Indiana and West Virginia.

Arenco A. B., maker of tobacco processing and packaging machinery, recently shipped its 10,000th unit, according to Arenco Machine Co., Inc., New York, the firm's U. S. distributor. The machine was delivered to Lambert & Butler, a British branch of the Imperial Tobacco Co., and is capable of turning out as many as 1,250,000 cigars annually.

Edward P. Hayward has been promoted to manager of the advertising and sales promotion division of Dennison Mfg. Co., Framingham, Mass. Richard J. Cullen has become advertising manager. Mr. Hayward succeeds Peter A. Schneider, who continues as staff adviser on advertising and public relations.



Mander

R. E. Mander has been appointed a director of TCF of Canada, Ltd., of Cornwall, Ont. Mr. Mander will continue to serve as sales manager for TCF, a position he has held since the company was formed nearly five years ago. He was previously with British Cellophane, Ltd., of London,

England, an associated company. TCF manufactures transparent cellulose film.

Carton Craftsmen, Inc., Chicago, a wholly owned subsidiary of Cornell Paperboard Products Co., Milwaukee, has purchased The Waters Co., Chicago, makers of folding cartons. Waters will operate at its present location as a division of Carton Craftsmen, Inc.

Pacific Waxed Paper Co., a subsidiary of the Pollock Paper Corp., Dallas, Tex., has appointed a sales rep-



Reimer

has appointed a sales representative in the southern California area. In his new position, Hube Reimer will service food manufacturers in the area with a complete line of Pollock-Pacific food packaging materials. He will make his headquarters in the Los Angeles office of Pacific Waxed Paper.

John Mydske, Jr. has been transferred from the Seattle office to southern California where he will direct sales activities. The Hawaiian Islands are included in this territory.

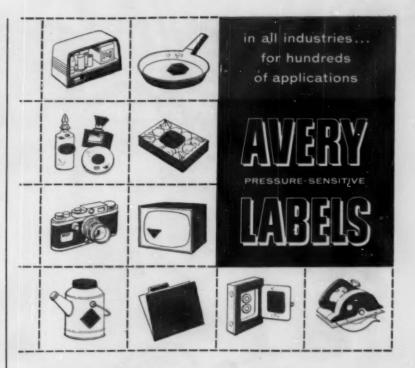
Edward L. Mears has been appointed to manage the central services division of the Dewey & Almy Chemical Co., Div. of W. R. Grace & Co., Cambridge, Mass. He will be in charge of industrial and public relations, advertising, purchasing and market research.

Warren T. Brookes is now sales promotion manager of Cryovac Co., Div. of W. R. Grace & Co., Cambridge, Mass.

I. David Easton has joined Augusta Plastics, Inc., New York. He will assist the president, Stanley Sapery, with sales and the development of new items.

R. D. Wise, has been elected vice president of the Plastics Div. of The Drackett Co., Cincinnati, Ohio.

Jerome F. Gould, 39, president of the Jerome F. Gould Corp., export packers of Brooklyn, died Dec. 18 in New York. Before organizing his firm in 1949, Mr. Gould had been general manager of the Acme Processing & Packing Co. and president and chairman of the Acorn Packaging & Packing Corp., both of New York. Mr. Gould was considered an authority on export packing.



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CONTAINERS FOR SMALL ITEMS. Booklet discusses the advantages of using plastic vials for packaging small, hard-to-handle items such as pills, powders, small machine parts, cosmetics. Lusteroid Container Company, Inc. (8-751)

METAL AND FIBRE CANS. Folder illustrates line of metal capped fibre cans. Includes can tops such as pouring spout, pouring plug, and semi-perforated types. Fibre cores and tubes also described. The Cleveland Container Co. (8-752)

PRESSURE-SENSITIVE LABEL DISPENSERS. Ilhistrated folder describes and lists speci-fications for electrically operated dis-pensers that provide 10 to 150 in. of labels a minute. Also describes manual dispensers. Avery Adhesive Label Corp.

BOTTLE COTTONING MACHINE. Data sheet illustrates and describes automatic ma-chines that inserts cushioning material such as cotton, coil, or synthetics into the necks of bottles at speeds up to 100 a minute. Includes specifications. The Lakso Company, Inc.

PAPER COATINGS. Folder describes lacquer for high-gloss coatings for labels, displays, and decorative papers. Includes sample swatches of coated foil and paper. East-man Chemical Products, Inc. 48-755)

PRESSURE-SENSITIVE CLOTH TAPE. Data sheet describes waterproof tape suitable for ex-terior packaging and sealing applications. Includes detailed specifications chart that indicates tape's holding power, water vapor transmission rate, and tensile strength. Johns-Manville. (8-756)

HEAT-SEALABLE FILM. Folder illustrates and describes applications for heat-scalable polyester films for packaging products ranging from food to metal parts. Includes properties chart. Minnesota Mining & Manufacturing Co. 18-7571

FLEXOGRAPHIC PRINTING PRESSES. 12-page booklet describes a line of two-, three-, four-, and six-color printing presses of 31 inch width. Specifications included. Wolverine Paper Converting Machinery Co.

(8-758)

PACKAGING LINE FOR POUCH-PACKAGES. Folder describes equipment that forms, fills, and seals pouches, conveys them to cartoner where carton is formed and pouch received, and closes flaps. Handles 50 to 80 packages a minute. Bartelt Engineering Co. 18-7591

HEADER-LABEL BAG SEALER. Folder illustrates and describes machine that seals, imprints, punches and code-dates preprinted labels used for header-label transparent bags. Amsco Packaging Machinery, Inc. 18-7401

HEAT-SEALABLE BAG FORMER. Folder illustrates and describes machine that converts roll stock films such as polyethylene, pliofilm, and cellophane into flat bags, fills and seals bags at speeds up to 40 a minute. Hudson-Sharp Machine Company.

(8-761)

MARKING MACHINES. Folder contains illus MARKING MACHINES. Forder contains trations, diagrams, and specification charts for line of coders and printers suitable for installation in the packaging line for imprinting cartons, cans, bottles or paper containers. American Marking Corp. [8-762]

AUTOMATIC PACKAGING MACHINES. Illus trated brochure describes machines that form, fill, seal, and code packages made of heat-scalable film at speeds up to 140 a minute for liquid or dry materials. Stokes & Smith. 18-763)

PLASTIC VIALS. Data sheet illustrates and describes stock threaded plastic vials equipped with an aluminum coupling in center that separates vial, enabling the packaging of different items on either side of the coupling. Lermer Plastics.

CELLOPHANE APPLICATIONS. Folder discusses applications for company's moisture proof cellophane available clear or in several colors. American Viscose Corp.

CAN TESTING. 4-page catalog describes and illustrates a line of machines for testing round, square, or rectangular cans for air content. Also illustrates and describes hand-operated testers and detectors for air and water. Includes specification charts. E. W. Bliss Co. (8-766)

LIGHT DUTY WEB CONTROLLER. 8-page illustrated folder presents details on air-actuated unit for guiding web edge of films, foils, and papers used on slitters, presses, and other packaging equipment. Askania Regulator Co. 18-7671

ANTI-STICK LUBRICANT. Booklet describes ANTI-STICK LUBRICANI. BOORDET UBBITCANI.

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an anti-stick lubricant suitable for use on rolls, hot plates, crimpers, gluers and sealers. Injection Molders Supply Co. (8-768)

CLIP-LOCK FOR CAN TOPS. Data sheet de-scribes hand-applied metal clips for se-curing friction-seal can lids to pint, quart and gallon open top cans. Tinnerman Products, Inc. 18-769)

VIBRATORY FEEDERS. Folder describes vibratory feeders with permanent magnetic mechanism for feeding bulk materials to be packaged, at controlled quantities and speeds. Eriez Manufacturing Co. (8-770)

MULTI-UNIT CAN LOADER. Folder describes automatic unit that bands 2, 3 or 4 cans together, then loads at speeds up to 50 cartons a minute. Provides mechanical data. Container Corporation of America.

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SINGLE REWIND SLITTER. Folder describes line of rotary and razor blade slitters for slitting paper and plastic film into rolls as narrow as 8 inch. Illustrates working parts. Doven Machine & Engineering Co. (8-772)

SEALING AND PACKAGING TAPES. Folder contains technical data charts for clear cellophane tape, suitable for sealing packages or premiums to packaged products, and moisture-proof acetate fiber tape. Permacel Tape Corp. (8-777)

PACKAGING MACHINERY CATALOG. 28-page booklet provides illustrations, descriptions, and specifications for line of weighers, bag fillers, cartoning and weighing systems, and wrapping machines. Wright Machinery Co.

"BLISTER" PACKAGING. Folder describes the process involved in vacuum forming transparent "blister" packages, Discusses methods used to fasten "blisters" to cards. Emet Plastics Corp. (B-773)

CELLOPHANE BAGS. Folder illustrates and describes types of printed cellophane pouches, flat, square and satchel bottom bags, die cut envelopes converted and printed by company. Humitube Manufactures turing Co.

ASEPTIC CANNING SYSTEM. 16-page brochure contains specifications, charts, floor plans, illustrations, and descriptions of a system for canning food products that employs the principle of sterilizing product before it is packed. W. F. & John Barnes C. 18-7831 Barnes Co.

Fests Moisture IN SEALED PACKAGES.
Folder describes battery-powered instrument for reading the moisture conditions within sealed packages. Illustrates applications, describes components, and discusses installations. American Instrument Co.

(8-774)

POLYETHYLENE DISPENSERS. Illustrated literature describes extensive line of polyethylene closure-dispensers for bottles, jars, and tubes designed for controlled dis-pensing of liquids and atomized sprays. Stull Engraving Co. (8-779)

TUBES, CORES AND CANS. Folder illustrates variety of spiral wound paper tubes, cores and cans suitable for all types of dry products packaging. Globe Container Company. (8-784)

tabels AND SEALS. Literature illustrates company's embossed foil seals, bag top labels, decalcomanias, Also shows pressure sensitive labels that can be supplied for dispensing machines. Labels & Decals, Labels (B-775)

STIFFNESS TESTER. Data sheet illustrates and describes principal features of instrument that measures stiffness of materials such as paper, card stock, foil, and plastic sheet and film. United States Testing Company, Inc.

COATED PAPER FOR PACKAGING AND LABEL-ING. Folder provides information on the proper use of cast coated paper used for box covers, bottle and can labels, food wraps. Discusses proper inks, printing techniques, cutting and trimming, varnishing, and embossing of the paper. Champion Paper & Fibre Co. (8-765)

AUTOMATIC CAPPERS. Folder describes, fl-lustrates and provides specifications for line of rotary single spindle, 2-, 4-, 6-, and 8-spindle cappers with capacities of 40 to 200 caps a minute. Suitable for glass and metal containers, Consolidated Pack-aging Machinery Corp. (8-776)

WEIGHING AND FILLING MACHINE. Data sheet illustrates and describes machine that fills dry, free or semi-free flowing substances into any type container in weights from 8 oz. to 25 lbs. Operates at speeds up to 25 a minute, depending on weight and material. The Trescott Compeny, Inc.

PACKAGING FRAGILE PRODUCTS. Folder de-scribes custom molded foam-plastic con-tainer-like cushion for packaging fragile products. Requires no additional padding or wrapping for outside protection. Am-bassador Plastics & Manufacturing Corp. (B-786)

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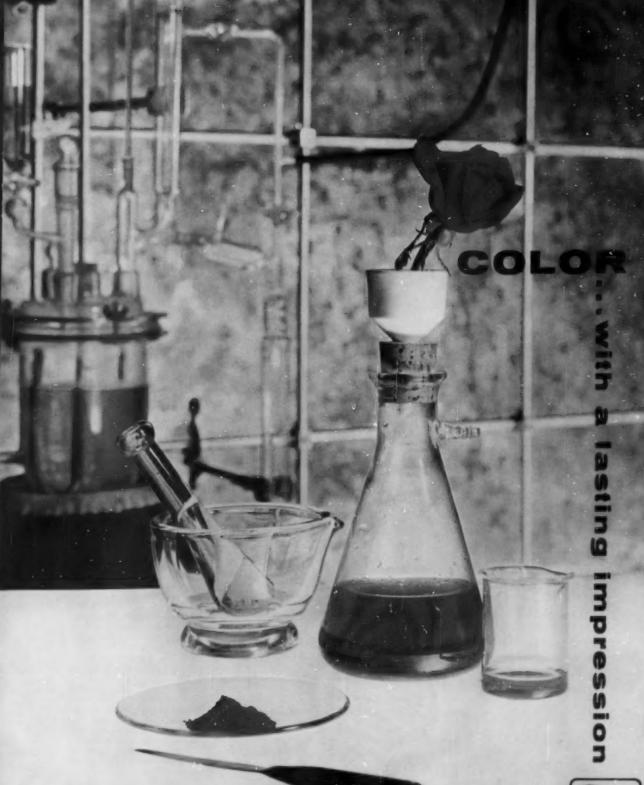
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rates uses and features of a specially treated paper used to protect wood, metal, and plastic finishes. Points out a wide variety of packaging operations in which this paper is applicable. Central States Paper & Bag Co. (8-788) "BLISTER" PACKAGE SEALER. Data sheet de-scribes and illustrates machine that seals plastic blisters to coated cards. Suitable for sealing any vacuum formed plastic. Tronomatic Machine Manufacturing Corp.

DISPENSER-CLOSURES. Folder illustrates and discusses a line of dispenser type closures suitable for delivering measured quantities of a wide variety of liquid products in amounts from fractional cc.'s up to 4 fluid ounces. Calmar Distributors, Inc. (B-790)



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For your information

The National Flexible Packaging Assn., at its recent annual meeting, elected Samuel J. Leeds, president of





Several members of the packaging industry recently were awarded special citations for outstanding service in the war on litterbugs by Donald J. Hardenbrook, president of Keep America Beautiful, Inc. Those cited include: S. L. Rairdon, Owens-Illinois; W. C. Stolk, American Can Co.; J. M. Olin, Olin Mathieson Chemical Co.; P. P. Wojtul, Continental Can Co.; H. W. Kuni, Glass Container Mfrs. Institute; H. F. White, Can Mfrs. Institute; H. F. White, Can Mfrs. Institute; H. N. Calver, Paper Cup & Container Institute. Medallions bearing the official "Keep America Beautiful" symbol were presented to them. Mr. Hardenbrook commended the packaging industry for its pioneer role in the KAB movement.

Marathon Corp. has produced a new sound and color motion picture entitled "It Can Happen Here," showing shopper reactions to new design and construction features of ice-cream packaging. Premiered at the Dairy Industries Exposition in Atlantic City, the film is the latest in a series of movies produced by Marathon based on filmed studies of shoppers making in-store purchases. Hundreds of women and men were filmed by concealed cameras near selfservice ice-cream cases. Particular attention was paid to factors influencing "impulse purchases" of ice cream and possible advantages of serving-suggestion pictorial illustrations in stimulating

such purchases. Arrangements for showing may be made by writing to Marathon Corp., Menasha, Wis.

A new association known as the Packaging Films Mfrs. Assn, has recently been formed in England. Objectives of the group are: (1) to further the common interests of manufacturers of packaging films; (2) to act on behalf of packaging-films manufacturers with the Government departments; (3) to be the channel through which the views of packaging-films manufacturers shall be made known; (4) to co-ordinate the views of the manufacturers of packaging films on matters calling for a common policy; (5) to collect and distribute data and information of value to members; (6) to assist in furthering, wherever possible, the use of packaging films. Membership is open to manufacturers of packaging films in the United Kingdom. The address of the association is 301 Glossop Rd., Sheffield 10, England.

The second annual Design Engineering Show has been scheduled for May 20-23, at the Coliseum in New York. Although this is an exposition new in the industrial field, it is reported to have skyrocketed to a size which places it among the five largest annual industrial expositions in the country, with attendance expected to reach 20,000. Concurrently with the show, the machine design division of the American Society of Mechanical Engineers will sponsor a conference on innovations in the design engineering field. Advance registration cards may be had from Clapp & Poliak, Inc., 341 Madison Ave., New York 17.

Jack Kugler, president of Action Bag & Envelope Co., Inc., was elected president of the Metropolitan Assn. of Film Converters at its recent annual meeting. Other officers elected are: Fred Abrams of Vizofilm Mfg. Corp., vice president; Samuel Rivman, Wrapture, Inc., treasurer; Sally Cohen, Excelsior Bag Co., secretary.

A revised 24-page brochure on emulsifiable A-C polyethylene, containing data on many types of emulsions and emulsifiers, is available on request to the Semet-Solvay Petrochemical Div., Allied Chemical & Dye Corp., 40 Rector St., New York 6.

A fund in excess of \$1,000,000 for grants to 122 universities and colleges in its annual program of aid to education has been announced by E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.

John Dingee has been appointed accretary-treasurer of the Can Mfrs. Institute, Inc., and assistant director of the C.M.I. Marketing Bureau. Iri Korsen of Eureka Press has been elected president of the California Packaging Club, Other new officers of this group of cosmetic and food packers and suppliers are Roy Donahue of Andrew Jergens Co., vice president; Jess McBee of Lord Baltimore Press, secretary; James Young, Avon Products, Inc., treasurer.

The Pacific Coast Plastics Exposition will be held March 18-21, Shrine Exposition Hall, Los Angeles. Among the highlights of the exposition, which is being held in connection with the National Annual Conference sponsored by the Society of the Plastics Industry, Inc., will be exhibits revealing the newest applications for plastics in the packaging field.

Vinyl film made by the casting method, its uses and properties, are described in a new 20-page, illustrated booklet, "Krene Cast Vinyl Film," published

What's doing

Feb. 16-20.—National Canners Assn., Canning Machinery & Supplies Assn., National Food Brokers Assn., 50th anniversary convention, Conrad Hilton Hotel, Chicago.

Fcb. 17-22.—American Paper & Pulp Assn., 80th annual convention, Waldorf-Astoria Hotel, New York.

Feb. 18-22.—Technical Assr., of the Pulp & Paper Industry, annual meeting, Commodore Hotel, New York.

March 2-6—Envelope Mfrs. Assn. of America, annual meeting, Hollywood Beach Hotel, Hollywood Beach, Fls. March 4-5—Packaging Institute, Drug & Pharmaceutical Committee meeting. Toledo, Ohio.

March 6-8—Gravure Technical Assn., Inc., annual convention, Hotel Drake, Chicago.

March 10-11—National Assn. of Glass Container Distributors, annual meeting, Warwick Hotel, New York. March 17-20—Inter-Industry Food

Packaging Committee, Chicago.

March 18-20—Society of the Plastics
Industry, Inc., national conference
and Pacific Coast exposition, Shrine

Exposition Hall, Los Angeles.

March 25-27—National Paper Trade
Asan., epring convention. WaldorfAstoria Hotel, New York,

March 26-29—National Supermarket Non-Food Exhibit, Morrison Hotel, Cheago.

March 27—Volatile Inhibitors Mfrs.

Asen., Waldorf-Astoria Hotel, New
York.

March 31-April 4—Folding Paper Box Assn. of America, annual meeting, Drake Hotel, Chicago.

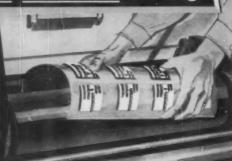
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by Baketite Co. Bound into the booklet is a nearly invisible leaf of this material, designed to illustrate its clarity and toughness.

Another new Bakelite publication is the eight-page booklet entitled "1957 Guide to Improved Packaging." It features packaging that sets new styles in merchandising through the use of plastics and shows both pictorially and editorially how Bakelite polyethylene, styrene, vinyl and phenolic plastics are creating new ways of getting products to consumers with economy and speed. Polyethylene film for bath powder, turkeys or hardware is discussed and window-clear skin packs of Krene vinyl cast film that are almost invisible are also previewed. Several pages are devoted to the increased use of plastics as adhesives, coatings and laminations, to molded and extruded containers and to signs, displays and packages made of Bakelite rigid vinyl sheet.

Copies of both of the booklets may be obtained by writing to Bakelite Co., a Div. of Union Carbide & Carbon Corp., 30 E. 42 St., New York 17.

At a recent meeting of the Akron-Canton Area Packaging Club the following officers were elected. chairman-Neil Spencer of The Hoover Co.; chairman of the board of directors-F. C. Hammond of B. F. Goodrich Co.; alternate chairman-Frank Miller of B. F. Goodrich Co.; secretary-treasurer -P. J. Hughes of Excelsior Tape. Directors include: R. T. Russell of Timken Roller Bearing Co.; John Coburn of B. F. Goodrich Co.; E. J. Hurdle of Minnesota Mining & Mfg. Co.; R. M. Hunter of Ohio Boxboard Co., and J. E. Terrett of Inland Container Corp.

The 1956 Supplements to the 1955 Book of American Society for Testing Materials Standards are now available in seven parts: ferrous metals; nonferrous metals; cement, concrete, ceramics, thermal insulation, road materials, waterproofing, soils; paint, naval stores, woods, sandwich construction, building constructions, fire tests, wax polishes; fuels, petroleum, aromatic hydrocarbons, engine antifreezes; rubber, plastics, electrical insulating materials; textiles, soap, water, paper adhesives, shipping containers, atmospheric analysis. Priced at \$4 per part, \$28 per set, they are available from ASTM, 1916 Race St., Philadelphia 3.

The Waxed Paper Merchandising Council has published a technical manual for bakers entitled "How to Solve Your Bread Wrapping Prob-lem." The result of years of study and research by a 15-man technical committee, serving both the Council and

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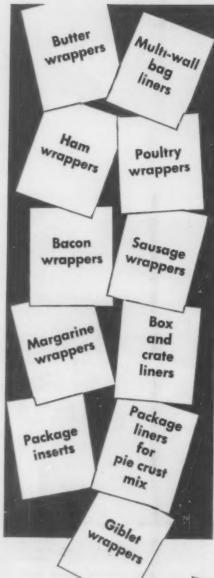


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For your information

the Waxed Paper Institute, this 20-page manual has special sections devoted to proper handling and storage of wrapping materials, installation and maintenance of wrapping machinery and proper operation of the machinery in wrapping the product. Copies are available upon request to Laurence T. Herman, executive director, Waxed Paper Merchandising Council, Inc., Waxed Paper Institute, Inc., 38 S. Dearborn St., Chicago 3.

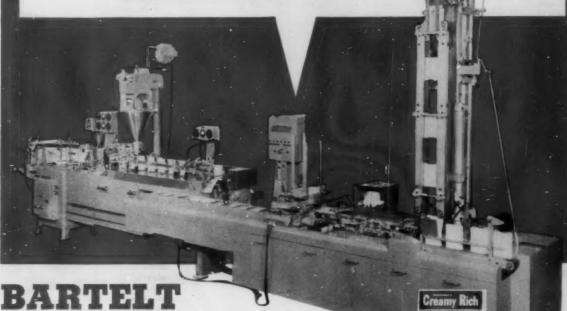
The 1957 Short Course of the Society of Industrial Packaging and Materials Handling Engineers, sponsored by Temple University, will be held in conjunction with The National Industrial Packaging & Handling Exposition of 1957, Oct. 28-31, in Atlantic City's Convention Hall. Emphasis will be on developments in protective packaging, package handling and the influence of various modes of transportation on industrial packaging and package handling, as well as ways to reduce costs of distribution, according to Harry C. Rountree, director of Temple's Bureau of Industrial and Special Services. In addition to the annual Short Course, the Exposition will feature an exhibit of entries in the 1957 National Packaging and Materials Handling Competition sponsored annually by SIPMHE.

A new slitter-rewinder horsepower calculator has been devised by Dilts Div., Black-Clawson Co. Tension horsepower and friction horsepower of a slitterrewinder can be calculated according to width and speed of the web. The calculator figures web lengths in rolls according to web caliper. It can be obtained by writing to The Black-Clawson Co., Dilts Div., 48 First St., Fulton, N.Y.

The Sixth Annual Package Design Seminar and Exhibit Display Workshop, a new course concerned with the application of graphic design to threedimensional advertising, is among the 24 evening courses which began this month at the Center for Graphic Industries and Publishing, Div. of General Education, New York University, Washington Square North, New York 3. The "Exhibit Display Workshop" is said to be the first such course ever offered.

The 1957 National Packaging Convention of the Packaging Assn. of Canada will be held at the King Edward Hotel in Toronto, March 12 and 13. Three separate programs will be sponsored and conducted by Packaging Assn. of Canada's Technical Institute and Bulk Packaging Institute, the Canadian Package Design Council and the Pointof-Purchase Advertising Institute, More than 50 experts in the fields of packaging, packaging machinery, design and display will participate.





High Speed Automatic Packaging

Versatility is one important feature of the High Speed Bartelt Packaging Line, now in use packaging many of the best known national brands. The basic line (1) makes a bag from a roll of paper, film, or foil; (2) fills the bag accurately; (3) heat seals safely; (4) it can also set up cartons, insert the desired number of pouches and many premium items, glue and tuck ends. Bartelt also makes the Checkweigher and Filler shown below. All are fast, automatic, and designed for long years of operation with low maintenance. Write for complete information.



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- 4. Alcohol
- 5. Acid
- 6. Alkali
- 7. Moisture
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- 10. Salt Spray
- 11. Grease

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U.S. patents digest

This digest includes each month the more important patents of interest to those who are concerned with packaging materials. Copies of patents are available from the U. S. Patent Office, Washington, at 25 cents each in currency, money order or certified check; postage stamps not accepted. Edited by H. A. Levey.

Mechanism for Opening Collapsed Tubular Cartons, F. A. Chidsey, J. H. Walter (to Container Corp. of America, Chicago, a corporation of Delaware). U.S. 2,769,376, Nov. 6. Mechanism for opening or expanding collapsed tubular cartons of the type having interconnected top, bottom and side walls in which the top and bottom walls have outwardly projecting portions, such mechanism comprising in combination.

Web Cutting and Sheet Delivery and Stacking Mechanism, A. W. Pomper and C. J. Waechter (to John Waldron Corp., New Brunswick, N.J.). U.S. 2, 769,495, Nov. 6. In mechanism of the type described, in combination, a ledger plate, a rotable cylinder having a knife blade projecting therefrom to cooperate with said ledger plate when substantially midway between the horizontal and bottom positions, means to deliver a web horizontally over said ledger plate.

Box-Making Machines, G. W. von Hofe and E. K. Wolff (to New Jersey Mrchine Corp., Hoboken, N.J.). U.S. 2,769,561, Nov. 6. In a machine for applying sheets to articles, means for supporting a stack of sheets with their leading edges in a fixed position in the stack, means for feeding successive sheets from the stack so that their leading edges will arrive at place of registry.

Closure Construction for Containers, G. A. Moore, New York, N.Y. U.S. 2,769,589, Nov. 6. A closure for rectangular containers having four side walls arranged in opposing pairs, two opposing side walls having a first pair of substantially like, foldable flaps, each of said flaps being divided along a hinge line into two foldable marginal portions with an inner portion hinged to the outer portion.

Dispenser for Pressure-Sensitive Adhesive Tape, T. H. Krueger (to Better Packages Inc., a corporation of New York). U.S. 2,769,633, Nov. 6. A dispenser for pressure-sensitive adhesive tape comprising a support for a roll of tape, a series of spaced feed disks to which the tape is adhered for feeding the tape from the roll, a series of spaced peeler disks mounted alternately with the feed disks, means for rotating said feed disks in tape feeding direction.

Device for Expanding Bags for Filling, Manuel L. Ruderman, New York, N.Y. U.S. 2,770,084, Nov. 13. A bag package machine comprising a frame, a blower mounted in the frame at one end thereof, a bottom air guide and two side air guides mounted in the frame and extending from the blower, said bottom air guide holding free end.

Machine for Making Flat-Topped Paper Bottles, J. E. Earp (to Ex-Cell-O- Corp., Detroit, Mich.). U.S. 2,770,175, Nov. 13. In a machine for making cartons from cut and scored blanks of paperboard or the like and having a plurality of side panels and two fractional side panels, a body-forming unit comprising in combination, a machine base, a turret shaft journaled in said base for rotations about an upright axis.

Soft Plastic Food Package, Leo Peters, Grand Rapids, Mich. U.S. 2,770,547, Nov. 13. A soft plastic food package, comprising an open-ended tubular container having walls formed of an unbacked sheet of thermoplastic material having a thickness of from 0.008 to 0.03 in. and being provided with an indented decorative design, said thermoplastic walls unsupported externally.

Method and Apparatus for Filling Containers with a Liquid, R. H. Breeback (to Crown Cork & Seal Co., Inc., Baltimore, Md., a corporation of N.Y.). U.S. 2,770,263, Nov. 13. In a container-filling machine, a filling-head element, a container-supporting element arranged to move the container into and out of sealing engagement with the filling-head element, said filling-head element including a liquid-flow nozzle.

Carton, W. G. Sheard (to General Container Corp., Cleveland, Ohio). U.S. 2,770,357, Nov. 13. A corrugated fibre-board cover for the top of a clothes-storage carton, said cover comprising substantially identical sections each having a plane rectangular top wall and side walls depending from three edges of the top wall and at right angles thereto.

Molded Plastic Containers and Methods of Making the Same, C. Mitchell and E. F. Bushman (to General American Transportation Corp., Chicago, a corporation of N.Y.). U.S. 2,770,386, Nov. 13. In a container or the like, the combination comprising a shell including an elongated boundary wall provided with an elongated marginal edge having an elongated and longitudinally extending groove therein defining a pair of elongated and longitudinally extending side flanges disposed in laterally spaced-apart relation.

Non-Returnable Bottle Carrier, H. L. Metzger (to Fort Orange Paper Co., Castleton-on-Hudson, N.Y.). U.S. 2, 770,391, Nov. 13. A single die-cut and scored blank of paperboard material to be folided and secured together in collapsed form for use, when opened, as a non-returnable bottle carrier, which comprises a rectangularly shaped panel divided into two identical portions along a first transverse score line to provide two connections.

Method for Feeding Articles in Predetermined Quantities, F. B. Roberts (to Package Machinery Co., East Longmeadow, Mass.). U.S. 2,770,392, Nov. 13. A method for feeding a predetermined quantity of relatively thin, fragile articles from a stack which comprises, supporting the stack on a vertically reciprocable support, lowering the support and the stack of articles thereon a predetermined distance.

Method and Apparatus for Dispensing a Measured Amount of Beverage Ingredients, R. J. Mueller (to Automatic Canteen Co. of America, Inc., Chicago.). U.S. 2,770,394, Nov. 13. A process of measuring and dispensing a measured amount of a flowable material which comprises forcing said flowable material into a measuring chamber, one side of which is displaced to a predetermined position in response to the pressure exerted thereon by said material.

Dispensing Apparatus for Powdered Materials, G. R. Vernig (to Food Machinery & Chemical Corp., San Jose, Cal.). U.S. 2,770,396, Nov. 13. Apparatus for dispensing metered quantities of comminuted hygroscopic material and protecting the same from contact with the atmosphere, said apparatus comprising in combination a container in which said material is stored.

Carton Construction, Gardiner Lane (to St. Regis Paper Co., New York, N.Y.) U.S. 2,770,406, Nov. 13. A collapsible carton formed by folding a carton blank, characterized in that the blank constitutes a sandwich having two spaced-apart sheets of paper or the like and the space therebetween being filled with a layer of foamed compressible plastic material containing many thousands of gas cells per cubic centimeter.

Container-Feeder, R. G. Lindeberg (to Minnesota Mining & Mfg. Co., St. Paul, Minn.). U.S. 2,770,408, Nov. 13. As a combined packaging and dispensing carton and feeding trough for flowable granular material, a carton having four vertical walls and a bottom closure, the said bottom closure comprising a first panel hinged to the bottom of the front wall and extending to rear wall to form inside bottom surface.

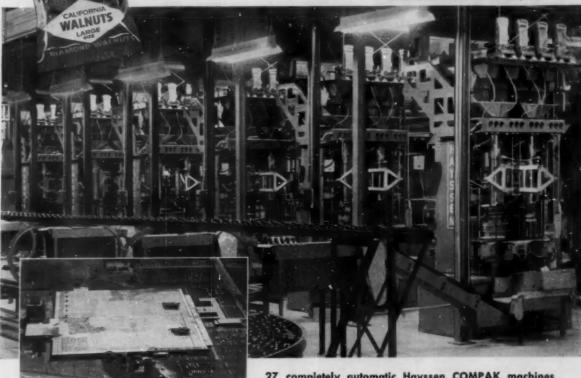
Heavy and Light Duty Container Structure and Method of Making Same, G. A. Moore, New York, N.Y. U.S. 2, 770,409, Nov. 13. A container of sheet material comprising a body of substantially rectangular cross section having four side walls arranged in opposing pairs, one pair having a bridged flat end wall of uniform single thickness and being integrally related with said pair of side walls.

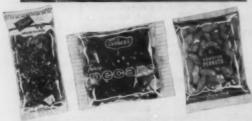
Apparatus for Filling Powdered or Granular Materials into Bags, N. S. Stafford, and G. A. Worley, (to Food

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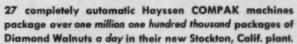
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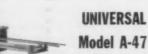


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U. S. patents digest

Machinery & Chemical Corp., San Jose, Cal., a corporation of Delaware). U.S. 2,770,439, Nov 13. A discharge spout for fluidized solids comprising an initial conduit portion of resilient material and a terminal conduit portion of rigid material, said initial conduit portion having a section formed like a bellows and a smooth section.

Glass Fibre Twine and Method of Manufacturing the Same, A. R. Morrison and H. E. Fargo (to Owens-Corning Fiberglas Corp., Toledo, Ohio). U.S. 2,770,940, Nov. 20. A paper-glass fibre twine consisting in a core of adhesive bonded, laterally compacted paper and an exterior sheath of apiral parallel continuous filament glass fibre strands adhered together and to said core by a flexible adhesive.

Bagmaking, T. E. Piazze (by mesne assignments to Continental Can Co., Inc., New York, N.Y.). U.S. 2,771,010, Nov. 20. A method of fabricating a bag from plain tubular material which is capable of having juxtaposed edges joined by a bead seam upon application of heat thereto, which method comprises transversely sealing with a bead seam one end of a length of said material.

Blank Counting Mechanism, Peter Zernov (to Mercury Engineering Corp., Milwaukee, Wis.). U.S. 2,771,011, Nov. 20. In a carton-blank forming apparatus, the combination of an endless delivery conveyor for finished blanks, means for continuously driving said conveyor to advance the finished blanks along the same, including a continuously rotating feed roll and an overrunning clutch.

Tape Dispensing and Printing Device, Charles P. Taylor (to Ideal Stencil Machine Co., Belleville, Ill.). U.S. 2,771,028, Nov. 20. In a tape dispensing and printing device, a frame having formed therein a holder for a supply roll of the tape, feed rolls between which the tape is movable, a tape chute beyond the feed rolls in the direction of movement of the tape, toward a dispensing region.

Dispensing Cartons Provided with Cutters, J. E. Annen (to Sutherland Paper Co., Kaltmazoo, Mich.). U.S. 2,771,185, Nov. 20. A dispensing carton including a front wall and cover therefor having a closure flap adapted to be positioned on the inner side of the front wall, a cutter of downwardly facing U-shape having a bight portion and substantially parallel arms terminating in inwardly converging flange-like edge portions.

Dispensing Carton, Cutter and Method of Making, Wendell T. Burbank (to Sutherland Paper Co., Kalamazoo, Mich.). U.S. 2,771,186, Nov. 20. An elongated strip of U-section adapted to be disposed over a carton wall formed of a strip of ductile metal folded longitudinally upon itself into a general U-shape and having a curved bight.

Machines for Bundling Components, Richard W. Daniels, et al. (to United Shoe Machinery Corp., Flemington, N.J.). U.S. 2,771,206, Nov. 20. A machine for bundling components having coaxial leads comprising means engageable with the leads for conveying of said components in spaced side-by-side relation along a path.

Molded Pulp Carton, John W. Cox (to The Diamond Match Co., New York, N.Y.). U.S. 2,771,233, Nov. 20. A molded pulp carton comprising a bottom section defined by an upwardly extending wall structure and provided with a plurality of contiguous article-receiving cells successively arranged in row formation.

Multisectional Container, Oscar H. Hultin (to Pneumatic Scale Corp., Ltd., Quincy, Mass.). U.S. 2,771,234, Nov. 20. A package comprising a multisectional container comprising a plurality of duplicate sections, each section comprising a carton having two side panels, two end panels and a bottom closure.

Carrying Package, C. L. Claff and C. A. Moeller (to M. B. Claff & Sons, Inc., Randolph, Mass.). U.S. 2,771,236, Nov. 20. A portable shoe carton having an open-sided rectangular body portion having centrally located slot and a securing tab in a side adjacent the open side, the securing tab consisting of a pair of slits, each reaching the edge bounding the open side at an angle thereto and spaced to permit the intervening box material to be bent outwardly at an angle.

Folding Display Paperboard Box or Cover, Irving Bekoff, Brooklyn, N.Y. U.S. 2,771,986, Nov. 27. In combination with a display box having a rear wall, a display cover hingedly secured to said box, said cover having a substantially U-shaped slit therein forming a window, transparent pane underlying window.

Divided Pallet Brick Package, W. E. White and J. R. Clark (meane assignments to John R. Clark and Thomas Somerville, III, Kenwood, Md., trustees). U.S. 2,771,989, Nov. 27. A divisible package of bricks or the like, comprising a group or like rectangular sub-packages of bricks, each sub-package having a pallet formed from a single sheet of welded metal wire fabric having spaced leg portions defining therebetween channels for a lifting fork.

Method and Device for Manufacturing Closure Caps and Closure Cap Produced Thereby, H. L. Crabtree (to Anchor Hocking Glass Corp., Lancaster, Ohio). U.S. 2,772,012, Nov. 27. A sheet metal closure cap of the class described comprising a top portion and a depending cylindrical skirt, a rubber compound forming an imperforate covering over the entire inner walls of said top portion and depending skirt.

Closure Cap for Glass Containers and Method of Making, H. E. Stover (to Anchor Hocking Glass Corp., Lancaster, Ohio). U.S. 2,772,013, Nov. 27. A sheet metal closure cap of the class described

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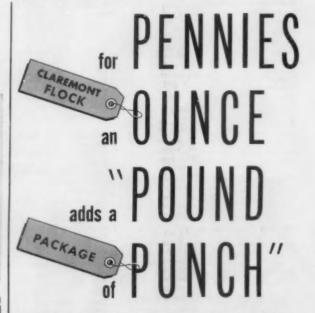
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U.S. patents digest

comprising a top portion and a depending cylindrical skirt, a rubber compound forming an imperforate covering over the entire inner walls of said top portion and depending skirt.

Tamperproof Seal for Bottle Closure, P. F. Clark (to Pan American Pipe Line Co., Houston, Tex.). U.S. 2,772,014, Nov. 27. A tamperproof seal for a container having a narrow throat which comprises a strap member having transverse slots adjacent the ends thereof, an elongated deformable keeper member integral with said strap and extending transversely to an edge thereof.

Sealing Cap, Gerhart Weiss, Jackson Heights, N.Y. U.S. 2,772,018, Nov. 27. A sealing cap comprising a central diaphragm, an annular body member which is integral with said diaphragm, said diaphragm being attached to said body member over the entire inner circumference thereof.

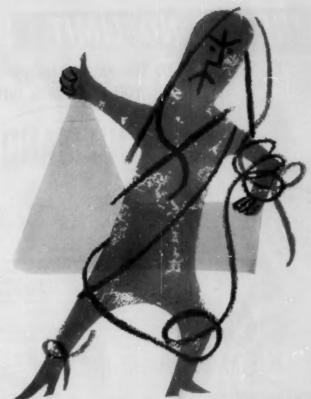
Partitioned Bottle Carrier, Joseph Kramer (to The Gardner Board & Carton Co., Middleton, Ohio). U.S. 2,-772,020, Nov. 27. In a blank for a partitioned bottle carrier construction, a side wall, a medially scored end wall, and a side wall in articulation in the order named, said side walls terminating upwardly in centrally disposed neck portions.

Cartons, W. T. S. Hendrick (J. Lyons & Co., Ltd., London, England). U.S. 2,772,042, Nov. 27. A carton made up from a single blank of foldable material, said carton having a part tubular body comprising a series of side-by-side conjoined wall panels, at each end of said body a hexagonal closure panel joined to one of said wall panels and normal thereto.

Fibre Container with Reclosure Cover, D. C. Foord (to American Can Co., New York, N. Y.). U.S. 2,772,043, Nov. 27.
A container comprising a fibrous body member having a closed bottom and connected upright side walls terminating in an inwardly offset reversely folded depending straight peripheral flange disposed parallel and adhesively secured to said body walls to constitute a peripheral friction seat wall of double thickness defining the open container mouth.

Handled Carton, H. W. Layne (to Inland Container Corp., Indianapolis, Ind.). U.S. 2,772,044, Nov. 27. A handled carton of fibreboard having side and end walls with hinged bottom and top closure flaps, a securing flap hinged to one of said walls as an extension thereof to overlap and lie flat against a portion of an adjacent wall.

Container for Shoes and the Like, Leo C. Pace, Asheville, N. C. U.S. 2,772,045, Nov. 27. A container comprising a substantially rectangular body provided with a bottom, first and second side walls, and first and second end walls, a cover for said body comprising a top wall, third and fourth side walls, and third and fourth end walls.



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AMA packaging show

A 30% increase in the size of the packaging industry in the next five years is predicted by the Packaging Division of the American Management Assn. in conjunction with its announcement of National Packaging Week, April 8-11. The principal activities scheduled for that week will be the 26th annual AMA National Packaging Exposition and National Packaging Conference in Chicago.

Projected on Modern Packaging's estimates of today's packaging value of \$15 billion,* this would mean close to \$20 billion by 1962.

John Warren, technical advisor of AMA's Packaging Division, estimated that during 1956 the average per capita consumption of packages reached 1,500—ranging from cigarette packages to refrigerator cartons—without including cellophane and foil; total U.S. consumption—250 billion units.

Some 375 exhibits at the AMA Packaging Show at Chicago's International Amphitheatre will offer increasing evidence of the self-selection trend. The effort to capture the consumer through the package will be stressed at the accompanying AMA Packaging Conference to be held at the Palmer House in Chicago, A. C. Nielsen, Jr., executive vice president, A. C. Nielsen Co., will discuss the elements that make packaging the dominant factor in today's consumer market, showing the effect of packaging on sales in both chain and independent retail

The industrial side of packaging will be presented in a panel discussion by executives from the Bendix Corp. who will give a case history of industrial packaging as they practice it.

H. J. Heinz Co. will discuss the latest techniques of modern consumer packaging and packaging processes in a panel presentation at the conference.

Attendance of well over 1,200 specialists in packaging, shipping, traffic management, materials handling and merchandising is expected at the conference, while some 30,000 executives from more than 9,000 different companies will view the exposition. By mid-January, more than

* See "Packaging's Value: \$15 Billion," MODERN PACKAGING, Jan., 1967, p. 120. qlass
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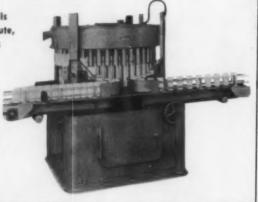
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The full capacity of the Exposition Hall and South Hall of Chicago's International Amphitheatre will be taken up to illustrate the broad scope of the packaging industry, including aerosol packaging in complete production line for the first time at any industrial exposition.

The four-day exposition, which is open without admission charge to anyone with a business affiliation, will be on display for 32 hrs., from 10 a.m. Monday, April 8, to 3 p.m. Thursday, April 11. Exhibit hours will begin at 10 a.m. each day and will end at 6 p.m. except on Tuesday, April 9, when the doors will be open until 9 p.m. Conference sessions will be held from 9 a.m. to noon, April 8 to 10.

Aunt Jemima

Continued from page 79]

the use of the separate front and back panel treatment. The front panel is usually faced to the customer, but frequently grocers turn some packages around so that the back panels face the housewife. Thus, the product news and not the brand name is sometimes seen first by potential Aunt Jemima buyers.

Although there is no direct tie-in promotion, Wesson Oil is duplicating Aunt Jemima's quarter-million-dollar ad budget to push the use of Wesson Oil in making Aunt Jemima shaker-method pancakes. Quaker recommends one tablespoon of liquid shortening, but does not specify a brand. Obviously, an ideal opportunity exists for a premium or tie-in offer for a plastic shaker. However, Quaker makes no such offer.

The company sounded out grocers on this point. Their answer was: "Promote shaking and we'll sell shakers; plastic shakers are one of the biggest profit items in a supermarket."

This relieved the company of a considerable amount of work, yet the sales results are expected to equal a premium offer. Quaker is cooperating with rack jobbers who service supermarket housewares de-

WILLIAM PENN on the power behind governments

Governments, like clocks, go from the motions men give them, and as governments are made and moved by men, so by them are they ruined too. Wherefore governments rather depend upon men than men upon governments.

(PREFACE TO THE FRAME OF GOVERNMENT OF PENNSYLVANIA, 1602)

THE TURKEY FEATHER WAS WORN BY THE DELAWARE INDIANS WITH WHOM WILLIAM PENN MADE HIS "GREAT TREATY,"







KLEEN-STIK won't curl or "pop off" - sticks tight, steys put until purposely re-moved.



From mammoth to midget size, KLEEN-571K meets today's need for a modern label that sticks on hord-to-label surfaces, including plastic films.



So neat...so convenient... they cost less to apply, yet attract more attention to sell more goods.

Print by any conventional method . . . in any number of colors. For extra eye impact, there are Fluorescent and Fail KLEEN-STIK—stocks.



RESISTS MOISTURE!

KLEEN-STIK is designed to stick in most any climatic conditions encountered, regardless of temperature or humidity.

WE DO NO PRINTING—but versatile KLEEN-STIK Labels are available from your regular Label Printer in roll-dispensed or individual split-back types.



KLEEN-STIK Products, Inc.

7300 WEST WILSON AVENUE . CHICAGO 31, ILLINOIS
Pioneers in Pressure-Sensitives for Advertising and Labeling

To receive outstanding samples of successful KLEEN-STIK Labels, write on your letterhead today! partments. Quaker, Wesson Oil and rack-jobber salesmen will assist grocers in building related-product displays with shakers as the focal point. Aunt Jemima is furnishing a stand with a dump bin in the center and a display shelf on each side. One shelf holds Aunt Jemima mixes; the other shelf has such related products as Wesson Oil or syrup, and the dump bin holds the type of shakers carried by the local store.

Similar packaging treatment of product news for brand promotions can be expected in the future from Quaker as the company's product developments occur.

The new shaker way to make pancakes will be one of the company's major promotions this year. Aunt Jemima has thoroughly tested the product-news approach and found it sound. In all instances, the news involved special uses of pancakes through unusual recipes: blueberry pancakes, frosted apple roll-ups and party pancakes.

From the successes of these other promotions came the decision to use important products news for Quaker's first major nation-wide promotion of 1957.

Tubes into the open

[Continued from page 110]

carton for metal tubes of Black & Decker Lubricant gives protection to the tubes in shipment and open display without individual cartons simply by using paperboard partitions within the counter carton.

To prevent shopper handling, which can dent a metal tube in a short time sufficiently to make it unsalable, some firms are turning to "wrap-arounds"—scored paperboard and die-cut folders which fit around the tube vertically and are secured by an opening which fits over the cap or applicator at the top. This leaves the sides open so that the tube may be seen.

Luxury display appeal is given to TS Travel Soap in a formed transparent acetate container with paperboard ends, attractive on the counter and suitable as an impulse purchase for a bon voyage gift.

Other suggestions are being advanced for luxury presentation of metal tubes in fabricated, thermoformed and even molded transparent plastic containers.

NOW - attractive re-usable plastic containers at paper prices

D ress up your products in these eye catching, high impact styrene containers and help move them off supermarket shelves. The smartly styled bowls and boxes appeal to the shepper's eye—stand out above more conventional packaging.

And the housewife gets a bonus benefit, because she can keep the handsome units and use them as refrigerator and utility dishes. Or you can merchandise the containers as disposables—they're that low in price.

We're equipped to print your sales message and brand identifi-

We're equipped to print your sales message and brand identification on the lids, too—where they continue to promote your product just as long as the consumer keeps the containers in her kitchen.

- Sizes range from half-pint to half gallon. Covers available in red, yellow, blue or clear.
- Bottom edges rounded to fit spoon—eliminates digging.
- Tight sealing lids.
- Nest when empty—save valuable storage space.



Write for price lists and complete information.

NALLE PLASTICS, INC. / 108 West Second St., Austin 1, Texas

Imprint and number

cartons...displays ...odd shapes Imprints on cartons, packages, displays, odd shapes and heavy stocks run smoothly on Davidson Dual-Lith Model 241. New Continuous Load Friction Feeder can be loaded while the machine is running—at speeds up to 6,000 impressions per hour! Diagonal Feed Conveyor Board and Spring Jogger assure close register.

You can use any of three imprinting methods—Linotype slugs, rubber plates or presensitized offset plates. Want to number? You'll get bank-note quality numbering whenever you wish—combined with perforating as well! You can also produce top quality offset, simultaneous two-sided lithography, Davengraving, dry offset and letterpress.



DAVIDSON DUAL-LITH

does more for you on one machine

DAVIDSON CORPORATION
A Subsidiary of Marganthalor Linetype Company
IN SYSTEMS ETHERT, SECONDAY S. MIN TORK
Distribution of principal cities and County

☐ Send Model 241 imprinting folder

Name.
Firm_______
Street______

Model 241 equipped with new continuous load feeder and mechanical jogger

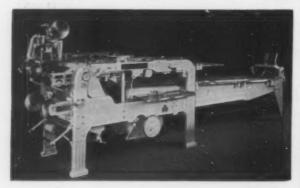
The versatile "Oliver" <u>saves</u> more because it does more



Textiles, baked goods, paper specialties, bacon, frankfurters. If your product is remotely similar to any of these, an "Oliver" will give you fine packages at low cost. Using cartons, trays, U-boards, cards, or without supports, it neatly wraps and securely heat or glue seals your product for utmost protection. It also heat seals a smart label to the package. "Oliver" quick adjustability means less down-time. Each of 8 models handles packages in a wide range of sizes-speeds up to 50 a minute. Infeed conveyors 6 to 15 feet long. Printed wrappers registered by an electric eye. "Oliver" features will save you dollars daily. Write for details.



Automatic Labeler heat seals a roll-type label (printed by Oliver) to the wrapper. Label can be imprinted with essential information just before it is applied. Imprint items changeable in a few seconds. Labeler-with or without Imprinter—can be attached to other makes of wrapping machines. Get all the facts.



"Oliver" Wrapping Machine

with Automatic Roll-Type Labeling System

DLIVER MACHINERY COMPANY - GRAND RAPIDS 2. MICH.

FOR BOXES

Folding Cartons
Corrugated Boxes
Solid Fibre Boxes
Specialty Paperboards
Fibre Wall Boards



RNELL

PAPERBOARD PRODUCTS CO. MILWAUKEE 1, WISCONSIN

Helpful literature . . . free!

CONTAINERS FOR SMALL ITEMS. Booklet discusses the advantages of using plastic vials for packaging small, hard-to-handle items such as pills, powders, small machine parts, cosmetics. Lusteroid Container Company, Inc. (B-751)

METAL AND FIBRE CANS. Folder illustrates line of metal capped fibre cans. Includes can tops such as pouring spout, pouring plug, and semi-perforated types. Fibre cores and tubes also described. The Cleveland Container Co. (B-752)

"BLISTER" PACKAGING. Folder describes the process involved in vacuum forming transparent "blister" packages. Discusses methods used to fasten "blisters" to cards. Emet Plastics Corp. (B-773)

CELLOPHANE BAGS. Folder illustrates and describes types of printed cellophane pouches, flat, square, and satchel bottom bags, die cut envelopes converted and printed by company. Humitube Manufacturing Co. (B-778)

Any of the booklets described here—plus many others (40 in all) are available for the asking, without charge or obligation.

Just turn to the Manufacturers' Literature Page in this issue—it's printed on heavy coated paper—circle the numbers corresponding to the literature you want, fill in the reply postcard, and mail. No postage needed.

A service of Modern Packaging

A BRESKIN PUBLICATION

575 Madison Avenue, New York 22, N.Y.

Economy for ice cream

To assist ice-cream manufacturers in achieving production economies, the Paraffined Carton Research Council, Chicago, and Anderson Bros. Mfg. Co., Rockford, Ill., have launched a study of ice-cream packaging machine service problems. The Council recently met with Walter Gunnerson of Anderson Bros. to plan the program which will start with a survey of the most common ice-cream filling operation problems. The principal aim of the project will be to help ice-cream companies train production supervisors and plant personnel engaged in the filling operation, according to Harvey H. Robbins, executive secretary of the Council.

PDC winners

[Continued from page 89]

sign program, including all corporate identification. Gerald Stahl Associates, New York, for the J & L Steel line, described under category 9 above.

Members of the PDC Jury were: Egmont Arens, designer, New York; Lester Beall, designer, Brookfield Center, Conn.; Dr. L. V. Burton, technical consultant, New York; Charles Coiner, vice president, N. W. Ayer & Son, Inc., Philadelphia; Donald Deskey, designer, New York; Mrs. Dorothy Diamond, Tide magazine, New York; Robert Sidney Dickens, designer, Chicago; Karl Fink, designer, New York; Esther Foley, home economist, New York; Will A. Foster, vice president, The Borden Cheese Co., New York; Frank Gianninoto, designer, New York: F. X. Golden, General Foods Corp., White Plains, N. Y.; Howard Ketcham, color consultant, New York: Walter Landor, designer, San Francisco; Roy Larsen, designer, Raymond Loewy Associates, New York; Harold McNulty, art director, Batten, Barton, Durstine & Osborn, Inc., New York; David Ogilvy, president, Ogilvy, Benson & Mather, New York: William Prout, merchandising manager, Lever Bros. Co., New York; Peter Schladermundt, designer, New York; Walter Dorwin Teague, designer, New York: Robert E. Van Rosen, designer, New York. Chairman of the jury was Gerald Stahl, designer, New York.



Bracon

... SQUEEZE-TO-USE PACKAGING



Cheese Tube Pleases...because it Squeezes

New! Different and ever so practical . . . that's CHEEZ PRESTO, a soft cheese topping for cooked foods, salads, canapes and snacks, now being introduced by Swift and Co.

It's the squeeze-to-use utility of the BRACON plastic tube that enables the housewife to lay strips of cheese just where they're wanted...quickly, easily, and no utensils to wash afterwards. Always soft and ready to use...all three flavors of CHEEZ PRESTO store safely at room temperature.

There are other advantages to BRACON squeeze-to-use packaging. Test market and panel tests repeatedly show that housewives desire the extra convenience of these functional packages which come to them at no extra cost. Attractive printing and unique point-of-sale displays catch their eye... the soft pliable polyethylene intrigues their touch... invites usage.

BRACON plastic tubes, bottles and cans are now packaging nationally branded products of all types. They are equally adept for creams, liquids or powders. If your merchandising needs a packaging pick-up, investigate BRACON squeeze-to-use containers, today. They're new!



Maynard, Mass. - New York, Chicago, Los Angeles, Toronto

Irradiated poly

A new form of irradiated polyethylene film is now being marketed in experimental quantities. A semi-conducting film, it is a highly carbon black loaded polyethylene with an electrical resistivity intermediate between a true insulator and a true conductor.

Irradiated polyethylene film is going into its fourth year of production and its application in drug and food packaging are being investigated. At present, its chief uses are in the electrical field, most extensively for insulation and encapsulation of electrical devices.

Credit: Irrathene SC manufactured by General Electric Co., Schenectady 5, N. Y.

Radiotracer studies-II

[Continued from page 125]

of the concentrated solutions were then evaporated in cupped stainless steel planchets on which activity measurements were made using a windowless gas-flow counter. In all cases, activity measurements were made on at least two separate samples. The results, which are given in Table I, represent average values.

Discussion

Polyvinyl alcohol as a component of adhesives used in the manufacture of wet-food containers does not normally come into contact with the food. The food would be deemed adulterated according to the Federal Food, Drug and Cosmetic Act, Section 402 (A), if contamination did occur. The safety of PVA used in milk-carton adhesives can be established by demonstrating zero contamination of the milk-carton contents. Although it is impossible to demonstrate absolutely zero contamination with radiotracer techniques, it is possible to detect amounts lower than 0.01 p.p.m., the present unofficial zero contamination standard.

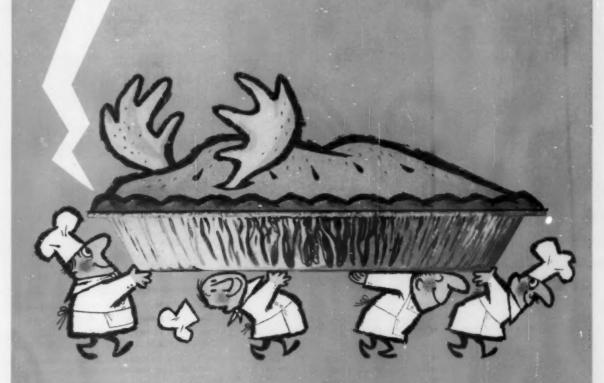
Results of this study clearly indicate that migration of PVA from milk-carton adhesives into water approaches zero. The sensitivity of the analytical method used was better than 0.0025 p.p.m. This would be equivalent to the detection of 0.025 ug. of PVA in a 10-ml. sample.

Table I shows the counts per min-



TRY FOIL KRAFT! THEY'LL MAKE A

RIGID FOIL CONTAINER FOR ALMOST ANYTHING!



If picking the proper rigid container has you in a production pickle, here's a tip on an easy out. Let the Foil Kraft Division of Kaiser Aluminum lend you a helping hand.

At Fail Kraft the emphasis is on SERVICE. Expanded facilities in men and machines are ready now to develop, with you, the right design to suit your needs—whether you're after something special in size, shape, servability or appetite appeal.

For details on ways Foil Kraft can pave your path to profits, call or write our nearest sales representative.

Write now for our full line catalog

See "THE KAISER ALUMINUM HOUR." Alternate Tuesdays, NBC Network. Consult your local TV listing.

Kaiser Aluminum

FOIL KRAFT DIVISION

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MEW 100R — 300 Park Ave. Michigan 4-4600
MEW 100R — 300 Park Ave. Place 9-4000
BOSTION — State Office 8-400
BOSTION — State Office 8-400
ROSTION — STATE Office 8-4000
ROSTION — STATE OFFICE MICHIGAN AND AND ALES OFFICE MARKETS ALLIMONUM BALES OFFICE

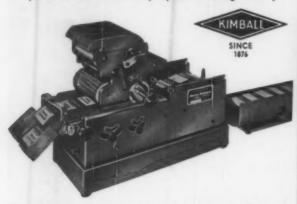


HERE IS POSITIVE

that the KIMBA

AUTOMATIC LABELING SYSTEM **QUICKLY PAYS**

(based on actual case study reports of average users*)



Proof after proof from satisfied ROTO KIMCO CUS-TOMERS is factual evidence that expensive waste in Labor, Time, Inventory, and Containers was eliminated. Labels produced Accurately, Quickly and Economically to specific specifications and exact requirements.

ROTO KIMCO

imprints all types of specially designed labels, tags, tickets, when and as needed—fanfold or in rolls. Prints over 120 sizes from 1" to 65%".

ROTO KIMCO

cuts off, stacks for speed in production. PRINTS from Plates -- Rubber or Metal Type.

CASE STUDY 30C ENVELOPE COMPANY

Imperiating customer's names, catalog number, envelope size, description, on End Labels of bazes of envolepes. Customer description, stamped labels by hand or sont them out to a job originally stamped labels by hand or sont them PROBLEM

PROFIT ANSWER

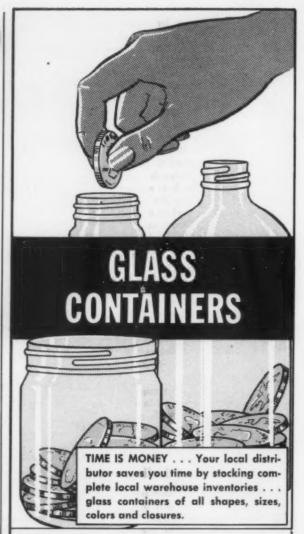
By purchasing ROTO KIMCO imprinting Machine complete with cut-off knife, with quarter million designed labels 6" x 21/4" in cut-off knife, with quarter million designed labels 6" x 21/4" in cut-off knife, with quarter million designed labels are printed promptly inventory, printers delivery delays, Labels are printed promptly inventory, printers delivery delays, Labels are printed without weste to exact quantity. Handsome labels as needed without weste to exact quantity. Handsome labels replace makeshift jebs. The ROTO KIMCO speeds complete Labeling Operation.

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COMPANY Attention of.



ATLANTA 3, GEORGIA H. Smith Bottle Supply Co.

BALTIMORE 2, MARYLAND Atlantic Glass Company

BOSTON 27, MASSACHUSETTS S. H. Ansell & Sons

BOSTON 27, MASSACHUSETTS Roxbury Bottle Company

BROOKLYN 17, NEW YORK J. Rabinowitz & Sons, Inc.

BROOKLYN 11, NEW YORK United Bottle Supply Corp. CHICAGO 6, ILLINOIS

W. Braun Company CHICAGO 8, ILLINOIS Continental Glass Company

CLEVELAND 4, OHIO State Bottle Company CLEVELAND 15, OHIO

L. S. Kaufman & Sons DETROIT 11, MICHIGAN M. Jacob & Sons

LOS ANGELES 54, CALIFORNIA California-Eureka Bottle Co.

MIAMI 42, FLORIDA Magic City Bottle & Supply

MILWAUKEE 10, WISCONSIN A. D. Braun Company

MINNEAPOLIS 11, MINNESOTA Twin City Bottle Company

MONTREAL 4, CANADA **Ampak Limited**

MONTREAL 4, CANADA Central Bottle Company

NEW YORK 16, NEW YORK Jesselson Sales Co., Inc.

PHILADELPHIA 46, PENNA. Zuckerman-Honickman, Inc.

ST. LOUIS 7, MISSOURI Northwestern Bottle Company TOLEDO 2, OHIO

Lucas County Bottle Company TORONTO 9, CANADA Consolidated Bottle Co., Ltd.

NATIONAL ASSOCIATION OF GLASS CONTAINER DISTRIBUTORS Sheldon Berman, Secretary, 841 Cermak Road, Chicago 8, Illinois

ute in 10-ml. aliquots for 10 milk cartons assembled with MCA-1 and MCA-2 adhesives, and stored under conditions which simulated those to which the milk cartons are subjected in current practice. The data obtained showed that in no case did the water in the cartons contain as much as 0.01 p.p.m. of polyvinyl alcohol. Slight activity was found in the water from about half the cartons and there appeared to be more of a tendency for migration from the MCA-1 adhesive. It is apparent from these results that the amount of migration of PVA which occurred under these conditions was well below the acceptable standard for zero contamination (0.01 p.p.m.).

Summary

1. Radiotracer techniques were employed in determining the extent of migration of polyvinyl alcohol into water from adhesives used to seal milk cartons. The milk cartons were stored under conditions which simulated normal household handling.

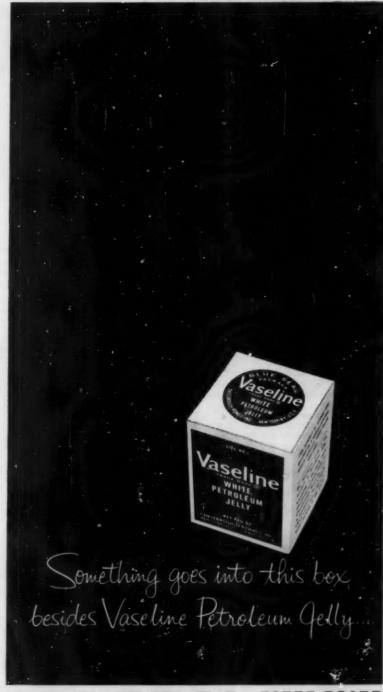
2. The amount of PVA migration from milk-carton adhesives into water was well below 0.01 p.p.m., the currently-accepted permissible maximum.

Wrap-around labeling

A new portable, semi-automatic device is said to require only one operator to apply wrap-around labels to bottles and vials, an operation which formerly required four girl attendants. Only 4 ft. long and 1 ft. wide, the unit reportedly is easily and quickly placed on any labeling conveyor line without the use of screws or other attachments. An operator spot labels the filled bottle or vial on a standard labeling machine. The container then moves forward on the conveyor line between two belts which revolve the bottle or vial until the glued, spotted label is firmly attached.

The unit is particularly effective where comparatively small labeling runs are required, due to the ease with which it can be put on and taken off the line. Capacity is about 60 containers per minute and it can be adjusted to accommodate any size of bottle or vial.

Credit: Labeling unit by The Arner Co., Inc., 291-303 Michigan Ave., Buffalo 3, N. Y.



FEDERAL COMPANY, INC.

NATIONAL FOLDING BOX MORRIS PAPER MILLS

SALES OFFICES: NEW YORK, N. Y., CHICAGO AND MORRIS, ILL., NEW HAVEN AND VERSAILLES, CONS., SOSOTA, M. A.; SOSTON AND PALMER, MASS.; CLEVELAND AND STEUBENVILLE, OHIO, PHILADELPHIA AND PITTSGURGH, PA.; MARION, IND.

POLDING BOX PLANTS: COGOTA, M. J., NEW HAVEN AND VERSALLES, CONN.: PALMER, MADS: STEUDENVILLE OHIO: PITTERUSCH, PA.: MORRIS. ILL.: MARION, IND. PAPER BOARD MILLS: SONOTA, M. J. NEW HAYEN, WONTVILLE AND VERSALLES CONN. MORRIS. ILL.: BEADING, PA. STEUDENVILLE, OHIO: WHITE MALL. NO.



Dealers on liquor gift packaging

Liquor retailers are generally agreed that on special holiday occasions, gift packages and decanters stimulate sales, but their opinions vary more widely on the respective merits of printed cartons and overwraps, according to a survey of packaging in the hard-beverage field by the Folding Paper Box Assn. Liquor dealers are convinced that attractive packaging saves time and money in the busy holiday season, but are still undecided on packaging as an all-year sales booster, the study shows.

Many store owners are also at odds over whether brand identification should be hidden or made more prominent. They point out that the many sales-appealing advantages of gift packages are discounted by the high rate of ripped and damaged packages. Sturdier materials must go hand in hand with attractiveness, they say.

Since many dealers automatically remove gift packaging after the Christmas season is over, some distillers hesitate to undertake the high cost of outside packaging for the biggest holiday on the merchandising calendar. Another drawback to wider use of gift cartons, from the manufacturer's viewpoint, is the reluctance of distributors to mark shipping cases to differentiate between shipments to retailers and to institutional outlets. Sending fancy cartons to bars, hotels and restaurants—which account for 30% of liquor volume—is wasteful and a source of dismay to bartenders.

Multipacks are another source of controversy. Because folding cartons offer superior printing, they are the preferred packaging type when multipacks are provided. Liquor retailers maintain, however, that they do not have sufficient shelf space to stock such packages. On the other hand, dealers see the rectangular folding carton as a solution to the problem of handling and displaying the sometimes awkwardly shaped decanters.

Most dealers acknowledge that gift cartons are here to stay, but they also want packaging that will sell liquor as a gift all year, the FPBA points out.

Glass containers—a supplier-industry survey

[Continued from page 86]

Packagers who are looking for new and uncrowded opportunities will want to study future glass developments carefully in the following areas:

Lighter, stronger glass containers will be available. Within the fore-seeable future packagers will be able to ship three bottles that together will tip the scale at a weight about the same as one of today's "light-weight" containers. The new containers will be just as strong as today's bottles and jars, and perhaps as the result of new processing and coating techniques they may be practically unbreakable.

Glass packaging is a major candidate for the growing number of convenience products, including the heat-and-serve types of food; new types of drugs and pharmaceuticals; and a long list of household and do-it-yourself items. Already the recent gains in these fields have pointed up a successful packaging trend.

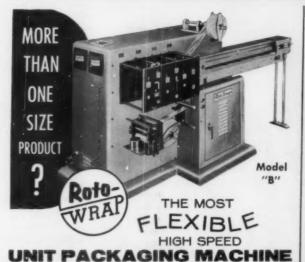
Glass will offer greater inherent

beauty and probably a broader range of inexpensive colors. For example, the photo-sensitive properties of glass are being explored and may offer designers new advantages.

Closures will be even simpler, surer and more convenient. An era of new satisfaction is already at hand for the homemaker, with several modern styles of easy twist-off vacuum closures and improved pryoff lids now replacing the less convenient, old-style pry-off lids. Some of the most important gains that lie ahead for packagers and consumers will involve easy dispensing devices and fitments.

Price-wise, the long-term outlook for glass is favorable. For example, the composite price of 11 large-volume glass containers for foods—comparing modern counterparts with containers then in use—is almost the same today as in 1929. Increasing efficiency in the glass container plant would seem to indicate continuing stability in regard to glass container costs.





Available with Electric Eye, Hole Puncking, Tear Notch, Coding and, Gassing Attachments and in sizes to accommodate most retail and industrial products. Write for literature or

· Simple and complete adjustability within the total size range.

 Lightweight, limp, fragile and irregular objects handled with equal facility.

 Forms packages from two webs. Can use different materials in combination for purposes of economy and special function.

Further savings in the use of printed materials is accomplished by using one printed and one unprinted web.

Soft goods require no stiffening insert.

ROTO-WRAP Division,
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VACUUM-FORMED. Celanese Acetate Sheeting of your product

Sparkling...transparent...displaying merchandise to its best advantage...protecting merchandise—it's no wonder that every day new applications and new selling ideas develop from vacuum-formed packaging with acetate sheeting. Consider these advantages:

- 1. Tough acetate protects merchandise.
- Transparent acetate offers full product visibility.
- 3. The ideal solution for multi-part products.
- 4. Formed acetate is economical.
- 5. Can be adapted to long or short runs.

Get the facts about vacuum forming from the Celanese Product Development Department . . . they can bring you up to date on the latest developments...put you in touch with fabricators. Just mail the coupon below.

Celanese Corporation of America, Plastics Division, Newark 5, N. J. Canadian affiliate: Canadian Chemical Co., Limited, Montreal, Toronto and Vancouver.

Celanese

plastics

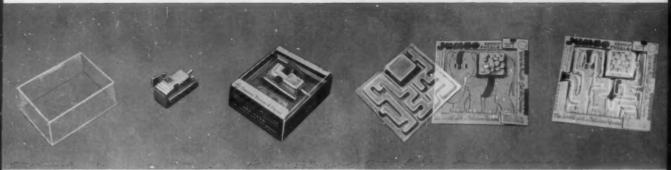
Rack type transparent container for Carvel Hall. Slide out back permits inspection of merchandise. Container by Plaxall, Inc., Long Island City, N. Y.



Transparent candy box for Charm Candy Co., Bloomfield, N. J.

Blister Pack by Vakipak, New Haven, Conn., for Car Mac Key Chain.

PRESSURE-FORMED takes the shape for added selling impact



Transparent Sleeve by Syracuse Plastic Molders, Syracuse, N. Y., for General Electric HI-FI Cartridge.

Puzzle-type blister pack by Par Beverage Corp., Cincinnati 10, Ohio, for Candy Maze.



Blister combination packaging by Minnesota Mining and Manufacturing Company, St. Paul, Minn., for "Scotch" brand cellophane tape.

Celanese Corporation of America, Plastics Division, Dept. 108-B, 290 Ferry Street, Newark 5, N. J.

Send me vacuum and pressure-forming information.

- I am interested in packaging ______(type of product).
- ☐ I am interested in formed displays. ☐ I am interested in forming machinery.

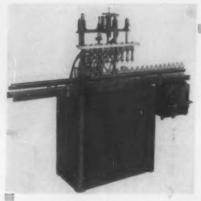
NAME.

TITLE _____COMPANY NAME.

ADDRESS

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FASTER FILLING

FOAMLESS DRIPLESS

FASTEST CHANGEOVER

PERL FILLING MACHINES

FOR VACUUM, GRAVITY OR PRESSURE

ALSO AVAILABLE WITH

ELECTRO PNEUMATIC CONTROLS

New design model COS-K, illustrated, operates by vacuum, in a range of sizes and filling speeds from 20 to 100 bottles per minute and capacities up to 5 gallons. No foot pedals, no hand levers, just a touch of a button! Even the most unskilled operator immediately attains full production speed.

Write for Circular P.2



PERL MACHINE MFG. CO., INC.

68 Jay Street, Brooklyn 1, N. Y., MAin 4-0165



Give Your Product That Luxurious Look

A secondary seal to insure product freshness and appearance. Oyster white, opaque, matte finish, vinyl—impervious to alcohol, moisture, oil or hot-packed products. Keep jar lids clean and dry.

Your logotype embossed or hot stamped for beauty—printed directions or sales message on flat discs often eliminates a label.

Jar Discs cost surprisingly little—come in flat or formed, embossed or printed styles. Write for samples and quotations on your letterhead. Indicate sizes and quantity if possible with sample jar for exact fit.

THE WALTER FRANK ORGANIZATION

Design and sale of packaging components. Box 111C, Elmhurst, III.

Packagers' survey

According to a survey of 101 packaging specialists conducted by the American Management Assn., most packaging men find their work stimulating, they like its challenge. the creativity it demands and the resulting sense of accomplishment, On the other hand, the chief dissatisfaction as indicated by the survey is lack of recognition by top management. The second most common objection is that not enough time is allowed for development of the package.

The survey was aimed at the specialist—the ranking executive whose major responsibility is packaging. Even the members of this group, however, devote an average of only about 60% of their time to packaging. Their other duties include engineering, materials handling, production, purchasing, and research and development.

The average packaging manager participating in this survey is 38 years old. He has been in a job primarily concerned with packaging for only five years, but he likes it and plans to stay in the field. He earns an average of about \$9,200 a year. He is a college graduate who majored in engineering, business or scientific subjects. If he had an opportunity for further training, he would like to study package design.

Twenty-nine of the men queried list mechanical engineering as the ideal education and background for packaging; 22 named industrial engineering, and 20 named packaging engineering.

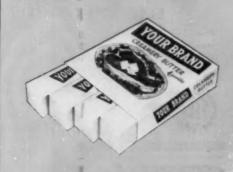
Industry aids refugees

Ten thousand coin-collection containers for the Hungarian Refugee Drive were donated by three companies-American Can Co. produced the cans; Schmidt Lithograph Co. printed the labels, and Libby, McNeill & Libby affixed the labels. The presentation was made in San Francisco to Frederic Cromwell, who is the head of the local Hungarian Refugee Drive, by R. C. Stolk, West Coast vice president of American Can, and Lorenz L. Schmidt, vice president of the lithographing firm. The containers were used throughout the country in a month-long fund-raising campagin for Hungarian Refugees.

SELL THE EYE AND THE TASTE WITH KVP







SPECIALIZED WRAPPERS FOR THESE FUNDAMENTAL NEEDS OF FOOD PACKAGING — AT LOWER COST!

Stripped to its basic essentials *modern* food packaging requires two things: designs that sell brand, and tempting flavor — *full* protection for that flavor into the home.

KVP can give you both — most economically. New presses, running 4, 6, or 8 colors, provide the ultimate in mouth-watering realism for food illustrations. KVP Kalapak (for frozen foods), KVP Super Kalacote[®] (for non-frozen foods), and KVP Kalafoil[®] (for deluxe specialties) are unrivalled in their printing and protective qualities.

Send for samples — see for yourself — compare costs.



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PLANTS AT KALAMAZOO, MICHIGAN . DEVON, PENNA, . HARVEY PAPER PRODUCTS DIVISION, STURGIS, MICHIGAN ASSOCIATED COMPANIES: KVP COMPANY OF TEXAS, HOUSTON, TEXAS . IN CANADA: THE KVP COMPANY LTD., ESPANOLA, ONTARIO . APPLEFORD PAPER PRODUCTS LTD., HAMILTON, ONTARIO AND MONTREAL, QUEBEC



Outlook for multipacks

[Continued from page 77]

for Carter Products' Rise aerosol shave helps wholesalers service retailers who do not want an entire case, but want three or six cans at a time. To fill such an order, the distributor merely lifts the six-pack out of the corrugated case; if the retailer wants only three cans, perforations in the sleeve permit the multipack to be torn in half.

The Mennen Co. has similarly adopted a break-apart sleeve that holds 12 units, but by means of perforations can be split to six, three or two.²

Beverage packs are appearing with built-in extra convenience features. A recent advertisement for Budweiser Beer announced a "new easy-to-open Pull-Strip Carton." At least one brand of beer employs a multipack carton that is die cut so that cans may be conveniently dispensed one at a time. The entire subject of dispensing features for the multipack is one that offers a big field for further development.

Minnesota Mining & Mfg. Co. has recently introduced a six-pack carton of rolls of "Scotch" brand colored paper tape. This package, a sleeve-type carton, is designed to end the need for opening a new box each time a roll of tape is needed for banding, sealing and identifying produce in food stores.

The original and basic strategy of the multipack is that it encourages people to buy more units at a time; with a larger supply on hand they tend to use more.

Multipacks of soft drinks and beer, where it all started, are the showcase examples of how this type of merchandising can increase volume. However, a number of canned foods, pet foods, detergents, softgoods items, photo films and toiletries are now reporting impressive gains stemming from the multipack.

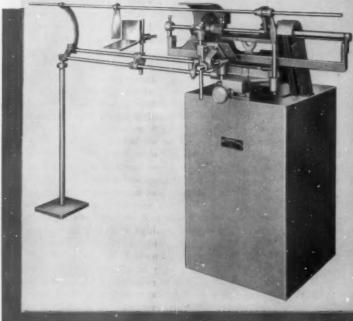
Wilbert Products Co., Inc., New York, is a successful user of multipacks for its Dot Cleanser. John Dolan, Wilbert Products vice president, says, "Every time we introduce a new multipack our sales at least double. We also find that grocers give our multicarton better shelf space than they do single cans."

The multipack also serves as a

² See "Break-Apart Carrier Band," MODERN PACKAGING, Dec., 1956, p. 143.

ANNOUNCING NEW No. 8A

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modernized for greater speed... easier operation!

INCREASED NUMBER OF CUTS PER MIMUTE

Our all new 8A Knowlton Independent Cutoff has been designed and modernized for increased speed and easier operation. The compact, restyled cabinet-base is two feet square and three feet high, which allows the motor to be mounted inside and eliminates the ball clutch and countershaft. This streamlining gives the new No. 8A complete balance, which makes the need for floor bolting unnecessary. Other components have been lightened and the NEW No. 8A can greatly increase the number of cuts per minute, while maintaining a good cut!

Because of the accuracy of the old 6B Cutoff, which has been so popular for so many years, the target

method of tripping has been adapted to the new No. 8A. As in the past the saw travels with the tube but is now actuated by a micro-switch and solenoid. It will pay you to investigate the merits of the new No. 8A.

SPECIFICATIONS

Tube diameter
(can be furnished up to 10" max. dia.) Cut lengths
(can be furnished for special lengths)
Motor 3 H.P.
Floor Space
Shipping Weight550 lbs.
Code WordSteepened

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PRICES: \$ 2.00 Per Sample Can \$ 18.00 Per Unbroken Dozen \$197.40 Per Unbroken Gross

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quick-change design medium. Needing a package that serves as a flexible medium for a premium offer, Wilbert particularly appreciates the multipack's adaptability. When one premium offer ends, a new multipack is printed; new copy and art simply replace the old on the can band. This is much quicker and less costly than changing the can label.

"We sell Dot with both a price break and the premium offer," Dolan says. "Multiple packaging helps both causes. But we must have a flexible package. Whenever inquiries drop to one or two per cent-which is good for our business-we start a new premium."

Another packager reporting important sales gains for a multipack is B. T. Babbitt, Inc., New York, which employs bands extensively for Glim detergent.3

It would be a mistake, however, to assume that all packagers experience immediate success with a multipack. More merchandising know-how and additional consumer education are needed. Careful study of the various carton constructions, wraps, bands and other devices now being used should be made by those considering going to a multipack.4

The considerations which should rule for or against multipacks are gradually taking form. One authority⁵ cites the following points:

You should consider multipacks if you sell your product to a concentrated number of buyers who need more than one unit at a time. For instance, baby food has a good potential in multiple packaging because the market is concentrated and inclined to multiple purchases.

You are less likely to need multiple packaging if your product is purchased by a large number of scattered buyers and if use of the product is normally infrequent or extended through several servicings or applications. In this case special considerations, such as gift packaging, deals or sampling, are necessary to justify use of a multipack.

If you do decide to multipack your product, the following check points should be considered. They are based in part on the findings of multiple-packaging tests conducted by American Stores and the National Canners Assn. in the Philadelphia Project survey:

1. Single units, too. Display your multipack along with single units of the package. Don't make it harder for the consumer to accept a new idea. Remember, the consumer must be educated gradually to the multipack. Give her a choice.

2. Easy does it. Don't jump your customer to a large number of units at once. If the shopper normally buys two cans, you can logically put out a three-pack. If she buys one, put out a two-pack. Starting with a smaller multiple unit is usually best. This way you give the idea a fair trial. Exceptions are items like fivecent candy and gum, where a normal family pack can logically include six or more items.

3. Be competitive. Multipacks should not be asked to perform miracles under a handicap. Try to give your idea every chance to succeed. Make your price psychologically appealing. A woman may willingly pay 98 cents for a multipack, but actually resist a just-as-good bargain priced at \$1.05.

4. Use popular unit sizes. Stick to proved container sizes. Do not try too many new merchandising wrinkles at once.

5. Remember to tie in. Make your multipack a "handle" for other merchandising tools: advertising, pointof-sale material, general displays, premium offers, sampling, combination offers, seasonal promotions and the like. That way you are better set to exploit the benefits of the multipack and stand a better chance of making it an economic success.

6. Check shelf space. Be sure your product is normally allocated sufficient shelf space for display. If you get only half a square foot, the multipack's point-of-sale impact can be lost. Plan your multipack so you can get maximum display impact with the facings ordinarily given your product.

7. Be sure the number of unitscans, bottles or whatever-is clearly shown on the multipack. This is important to any customer.

8. Obtain the best design that you can. The larger surface area of the carry carton makes it a new medium. Some of the biggest successes in multipack merchandising will stem from effective design tailored especially to this package form.

³ See "Cartoned Two-Can Deal," MODERN PACK-AGING, March, 1956, p. 182. 4 See "Packages for Multi-Unit Merchandis-ing." MODERN PACKAGING Encyclopedia Issue for

⁵ William L. Dempsey, Jr., market development manager, Container Corp. of America.



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MACHINE COMPANY, INCORPORATED 25 West 43rd Street • New York 36, N. Y.

Bottling pulp drinks

A new system for use in the bottling of pulp-type carbonated beverages reportedly is now in successful operation at the Orange Crush-Double Cola Bottling Co., Gastonia, N.C.

The improved system is accomplished by adapting filling valves on existing filling equipment to



pulp-beverage filling by encasing the valve shaft with an accurately fitting sleeve. Reduction of the area between the sleeve and the outlet in the bottom of the filling tank, apparently, produces sufficient surface tension to resist gas pressure, at the same time filling without clogging.

Charles P. Nanney, president of the firm, decided to incorporate these innovations in December. 1955, as part of his plans for increasing production. The problem was turned over to the manufacturer of the filling machines, although the newly tested system at that time had not been specifically engineered for the bottling of pulp drinks. In commenting on performance of the system after the first year of operation, Mr. Nanney says: "We are filling Sun Drop and Orange Crush (both containing pulp) along with our other products, running on gas from 11/2 to 4 volumes, all with the same ease, and ending up with a perfect fill on each product. (This is based on 290 to 300 ten-ounce bottles; the machine will do much more.)

The first installation was an experimental one at the Coca-Cola Bottling Co. plant in Baltimore.

Credit: Filling machines and Uni Blend system by Crown Cork & Sea' Co., Inc., Box 1837, Baltimore Md.

OMISSION: Lippincott & Margulies. Inc., New York package design firm, designed the Good Luck Margarine packages described and illustrated in MODERN PACKAGING, Jan., 1957, p. 109. We regret the omission of the designer's name in the list of credits.



Classified Advertisements

Employment

Business Opportunities

Used or Resale Equipment

Machinery and **Equipment For Sale**

FOR SALE-1 Simplex Cellophane Bag Making Machine—Model #1. Perfect running condition with electric eye and with hole punching attachment. Can be seen in opera-tion. Machine offered with many extra parts and size forming plates. Reply Box 585, Modern Packaging.

SHUMANN BAG MACHINE: Crimp Bottom. Size range from 2" to 12" width, 3" to 18" in length. Equipped with manual controls for print registration. Motor and heating ele-ments 110 volt AC. Machine in running condition. May be seen in operation. \$2000. Color Wrap, 4606 W. 21 St., Chicago 50, Ill.

CLOSEOUT: 8,000 6 ounce square polyethylene milk bottles. Real sacrifice. Reply Box 586, Modern Packaging.

WORLD'S LARGEST STOCK OF WRAP-PERS—Rebuilt and guaranteed. At great saving. All types and sizes of wrapping ma-chines now available for immediate delivery. chines now available for immediate delivery.

Pneumatic Scale late style Packaging Unit
with Automatic Feeder, Bottom Sealer,
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Carriage and Electric Eye. Package Machin-Carriage and Electric Eye. Package Machinery Co. FA. FA2. FA3 and FA4 Wrappers, with and without Electric Eye. Hayssen adjustable Wrappers—3°-7°. 5°-11°. 7°-13°. 12°-24°. 15°-25°. With and without Electric Eye. For cellophane or wax paper. Heat seal or glue seal. Hudson Sharp Campbell Models 20%. 20% and 20% Cellophane Wrappers. Oliver Model 799-J Wrapper. Stokes and Smith Model B Transwrap with Auger Feed and Fin Seal. Jones Automatic Carton Forming and Filling Machine. Standard Knapp 429 Automatic Carton Sealer. Tell Us your Requirements. Write, Wire, Phone Collect. Union Standard Equipment Company, 318-322 Lafayette Street, New York 12. N.Y.

FOR SALE—Benco Automatic 4 Auger Fill-ing, Weighing and Sealing Machine. Takes bags from magazine, inserts in cartons, 60 bags from magazine, inserts in carrons, op-per min. Like new, used only for test run. Value \$30,000, sell for first reasonable offer. Inspect enytime. Phone T.N. at Oldfield 3-4360 or write 67 Van Reipen Ave., Jersey City. New Jersey.

FOR SALE-N. J. Pony Labelrite Model 86MX labeling machine, complete with motors and switches. Excellent condition, may be seen in operation. Reply Box 599. Modern Packaging.

Machinery and **Equipment Wanted**

WANTED: A late model Simplex 8-7 or equal bag machine, prefer one with all at-tachments. Will consider older unit without attachments. Reply Box 588, Modern Pack-

WANTED: All types and sizes of packaging and wrapping machines. Please submit com-plete information including age of machine, condition, serial number, and best cash price. Reply Box 596, Modern Packaging.

Help Wanted

ESTABLISHED REPRESENTATIVE WANT-ED with machine sales background to sell a proven automatic packaging machine. a proven automatic packaging machine. Some knowledge of packaging desirable. Exclusive territory open New England. Pittsburgh area, Indiana and Kentucky. Chicago. St. Louis and Kansas City, Minneapolis and St. Paul. Give experience, exact territorial coverage and other lines represented. Reply Box 587, Modern Packaging.

ENGINEERS-DESIGNERS: We are looking for some permanent additions to our Machine Development Engineering Staff. We create machinery to produce and package our own consumer products, in a stable non-ucleanse industry. Our interest is in both younger men with several years experience and senior, more experienced engineers. Write to Johnson and Johnson, New Bruns-wick, New Jersey, Personnel Department. Include salary requirements.

HELP WANTED ASSISTANT CHIEF ENGINEER

New England manufacturer of specialized machinery has opening for mechanical engineer with broad experience in automatic machine design who can take com-plete charge of 30 man Engineering Division. Inventive and administrative ability are equally important. Excellent opporare equally important. Executing opportunity for qualified man. Send complete resume with first letter. All replies will be held in confidence. Present employees are aware of this opening. Reply Box 592, Modern Packaging.

SALESMEN WANTED: Large firm manufacturing Polyethylene bags and drum liners desirous of locating salesmen throughout the United States to handle these products on commission basis. We are also qualified to manufacture protective covers from fabric vinyl or coated materials. Novelty Bias Bind-ing Company, Webster & Spencer Ave., Chelsea 50, Mass

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Opportunity for qualified man to head expanding group designing all types of packages, nameplates, labels and other printed matter in industrial design office. Must be creative and competent in layout, lettering and typography. Salary commensurate with ability. All replies confidential. Send complete resume to J. O. Reinecke, Reinecke and Associates, 155 E. Ohio Street, Chicago 11, Illinois.

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SALES REPRESENTATION: Manufacturer has openings for sales areas in Minnesota, Northern Ohio and Eastern Pennsylvania. Net and gross weighers, volumetrics, fillers. elevators for foods, spices, chemicals, etc. Weigh Right Automatic Scale Company.— Joliet. Illinois.

SALES AND SERVICE ENGINEERS

Leading manufacturer of packaging equipment needs two sales and service engineers. Must be able to travel, mechanically inclined, and have some knowledge of food processing. Please give complete qualifications and com-pensation expected in first reply. Box 600, Modern Packaging. HELP WANTED: Sales representative. Young and budding New York printer and converter of polyethylene wants aggressive salesman with his eye on the future. This is a rare opportunity for the right man to obtain a piece of our business with or without investment. Everyone in our organiza-tion knows of this advertisement and your confidence will be respected. Reply Box 589, Modern Packaging.

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A national chemical corporation seeks a man experienced in Polyethylene Films or Resins: Responsibilities will be for: Product/Market development and Sales Planning. Age 30-40. College Degree. Our employees know of this advertisement. Submit detailed resume and salary requirements to Box 593, Modern Pack-

REP. SCREW CAPS: For Metropolitan NYC area by mfr. metal screw caps and specialty closures. Man with some sales exp. in packclosures. Man with some sales exp. in pack-aging preferred, but not necessarily closure field; to service existing and develop new accounts in pharmaceutical, food, household chemical and other fields. Salary basis, ex-cellent opportunity. Ferdinand Gutmann & Co., 36th to 37th Street & 14th Ave., Brook-lyn 18, N. Y. Telephone: Gedney 6-6800.

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Modern progressive manufacturer of folding cartons, corrugated containers, and boxboard specialties of all kinds has position open for creative packaging designer. Must be thoroughly experienced with diversified paperboard specialty packaging. Unlimited future for qualified man. Send complete resume in confidence and state salary expected. Reply Box 598, Modern Packaging.

PLANT MANAGER-Polyethylene Blown PLANT MANAGER—Polyethylene Blown Tubing & Flat Film. Chemical Engineer thoroughly familiar with technique and plant management. Important managerial position with large Eastern Established Producer. Salary open. Experience absolutely essential. Write fully. Reply Box 595, Modern

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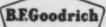
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12, 13	Reynolds Metals Company
62	Rhinelander Paper Company Subsidiary of St. Regis
	Paper Co.
-8	Riegel Paper Corporation
179	Roto-Wrap Division,
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53"	Rowell, E. N., Co., Inc.
61	Royal Manufacturing Company,

	144	S-L-M Plastics
44	. 45	St. Regis Paper Company
	178	Scientific Filter Co.
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151.	152	Sinclair & Valentine Co.,
		Society of the Plastics Industr
		Inc., The
nsid	e Ba	ck Cover Standard Packaging
		Corporation
	133	Steigerwald, A. M., Co.
	20	Stokes & Smith Co.,

194	Taber Instrument Corporation
11	Tri-State Plastic Molding Co.
36	Tupper Corporation

115-118 Union Carbide and Carbon Corporation, Bakelite Company

33 Western-Waxide Specialty Packaging Division, Crown Zellerbach Corporation

ONLY OXY-DRY GIVES YOU ALL THESE ADVANTAGES



GREATER PRESS SPEEDS

REDUCES REJECT SHEET WASTE

PERMITS FULL PRESS LOADS faster job handling time

USES LESS OFFSET POWDER costs less to operate

FASTER SETTING & DRYING OF INK less waiting time for next operation

ELIMINATES STATIC ELECTRICITY "plumb-bob" jogging on press delivery

MUCH LESS SERVICE & MAINTENANCE fill it...set it...forget it operation



ANY one of the above advantages make OXY-DRY superior to all other offset prevention methods. Combined, they give the printing plant that has OXY-DRY equipment, a tremendous competitive advantage that means more business, more profits and more satisfied customers.

If you want to increase the number of deliverable impressions per hour for every press in your plant, then you need OXY-DRY sprayers . . . write, wire or phone us today for more details. Installations now being made for all press sizes from 17x22 and larger.



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STOP and THINK ... and you'll buy

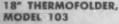
SHEET PLASTIC FABRICATING EQUIPMENT

SAVE LABOR! SAVE MATERIAL! Taber equipment is so precisely engineered that rejects are reduced to the bare minimum . . . thus saving you countless dollars in wasted materials. In addition, the higher production speeds and many exclusive automatic features of Taber equipment creates substantial savings in labor. So ... STOP and THINK! Don't you owe it to yourself to get all the facts on

Taber before you buy?

NEW 30" THERMATIC FOLDER, MODEL 178

A dual purpose machine; makes U-type, 180° folds similar to the "Model 103 Thermofolder" but has a longer blade permitting the folding of material up to 30° in width. Requires small amount of compressed air. Can be set up and used as a creaser by changing the blade and moving a toggle switch to the "off" position which renders the actuated power pinch-bar inoperative.



Forms U-type, 180° folds, with sides tight together or opening up to 764". Provides controlled folding cycle that enables average operator to produce 700 or more folds per hour on material .005" to .015" thickness up to 18" wide.

DUPLEX - STRAIGHT EDGER, MODEL 144-2

Simultaneously beads both edges of cut sheets or roll material .005" to .015" in thickness with the same or different type bead shapes and is adjustable to accommodate material in widths from 2" up to 20".







CONTINUOUS TYPE FOLDER, MODEL 172

Designed to make double-fold card protectors and wallet inserts up to 3" wide and 12" in length. Capacity — .003" to .010" transparent thermoplastic roll material. Features adjustable electric cut-off for automatic operation.

Write for Illustrated Literature

TABER INSTRUMENT

SECTION 12

111 GOUNDRY ST. . N. TONAWANDA, N. Y.

Taber also produces:

- 8" Thermatic Drawpress, Model 146
- 8" Thermatic Cylinder Beader, Model 147
- 84 Auto-Size Cylinder Fabricator, Model 138
- Plastic Forming & Drawing Press
- 30" Thermocreaser
 Single Straight Edger



NEW! FLEX-VAC MODEL 6-12

FULLY AUTOMATIC VACUUM PACKAGING MACHINE



Food retains its color and flavor and has a longer shelf life when it is packaged by the Flex-Vac process. Flex-Vac protects your product by evacuating air from transparent or opaque flexible packages. Split-second sealing permits a high vacuum to be retained within the package.

The new 6-12 model is completely automatic, available for both complete high vacuum and CA-Controlled Atmosphere (Gas) packaging. Equipped with in-feed conveyor for perfect product registration and flow control.

The film, specially developed by Standard, is fed to the vacuum unit from two rolls, one on each end of the machine. The materials are supplied either printed or plain.

Write for descriptive literature.

This is how the "6-12"

- . No need for expensive box overwraps
- New 1/4" lip eliminates excess materials
 Saves 50% of the film

This is how the "6-13"

- Completely automatic
- · Less man-nours lost
- Less down-time

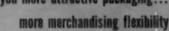
This is how the "4-12"

- Faster production speed
- Eliminates hand feeding
 No need for mandrel leading

This is how the "6-12"

- bination and tie in sales

The Flex-Vac "6-12" gives you more attractive packaging...





- EASY TO OPEN EASY TO STACK
- NO TRAYS OR STIFFENERS SPLIT-SECOND SEALING
- REPLACES THE CONVENTIONAL POUCH
- CA FOR SOFT PRODUCTS (CHEESE, DRIED BEEF, ETC.)
- AUTOMATIC MULTIPLE PACKASING (TWIN-PACK HAM AND CHEESE FOR EXAMPLE)
- FASTI GO PACKAGES AND MORE PER MINUTE FOR 4'x 8' SIZE
- IDEAL FOR 6 OZ. AND 8 OZ. PACKAGES-TAKES 4" X 8" PRODUCTS TOO



Flex-Vac Division

STANDARD PACKAGING CORPORATION

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